

# NATIONAL ELECTION AND DEMOCRACY STUDY

## PRESIDENTIAL ELECTION 2025



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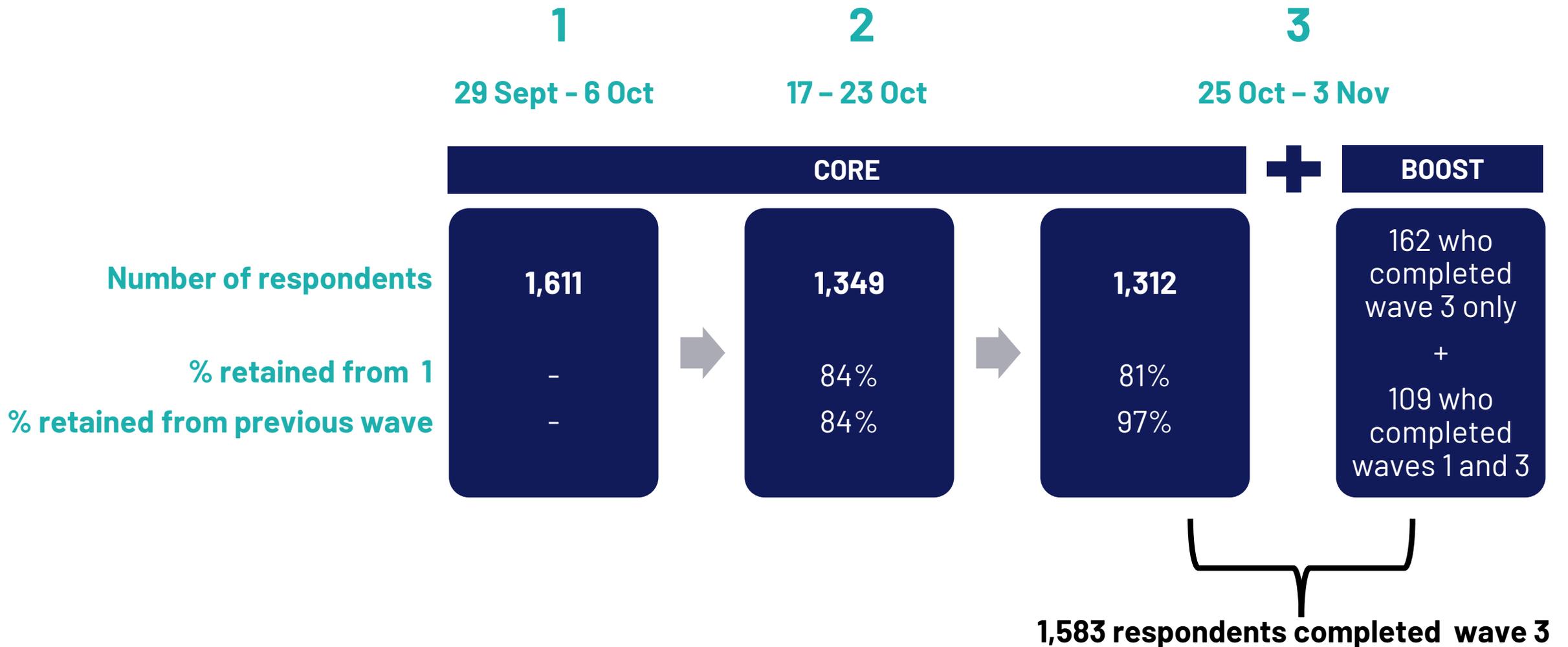
# INTRODUCTION

# Background

- The Presidential Election NEDS involves three surveys administered to the same population at three distinct points throughout the election campaign.
  - 1: Beginning of the campaign
  - 2: The week of the election; and
  - 3: Immediately after the election.
- Surveys were conducted online through the Ipsos B&A Acumen Panel among a representative sample of the population aged 18+, including voters and non-voters.
- Only those who are citizens of Ireland and resident in the Republic of Ireland were eligible to participate in the survey.
- In tables, green and red figures denote results statistically higher / lower than 95% confidence interval
- *This report was prepared by Kieran O'Leary Director and Eleonore Marechal Research Manager at IPSOS B&A.*



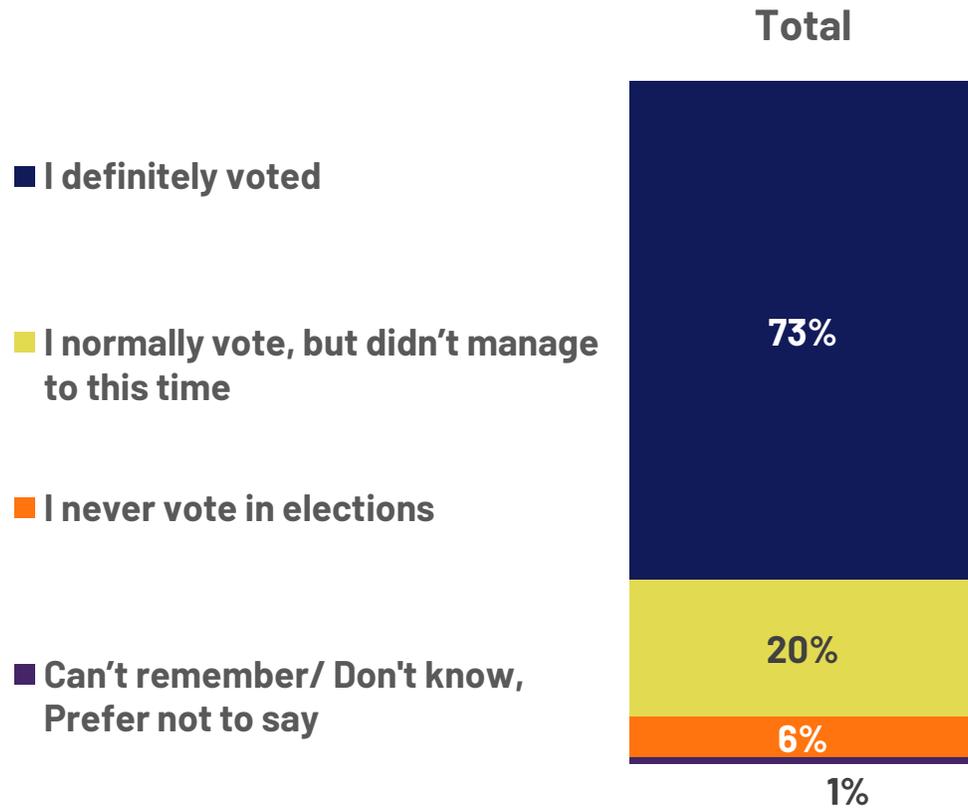
# Number of respondents and attrition



# VOTING PARTICIPATION, REGISTRATION AND EXPERIENCE

# 1

# Voting in presidential election



Q.52 Many people were unable to vote in the recent Presidential Election for a variety of reasons. How about you? As far as you can remember, can you tell me if you voted, or for some reason were you unable to vote?

Base: All Respondents: 1,583



# Voting in presidential election

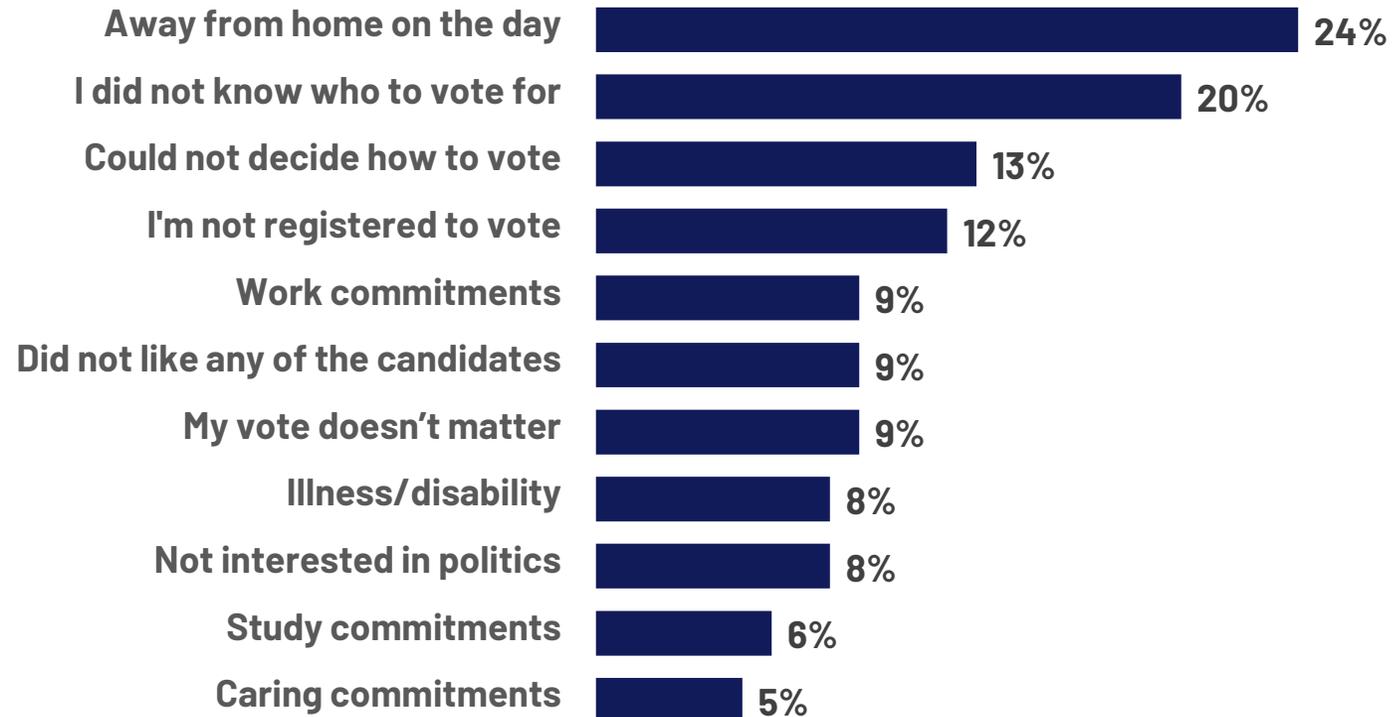
	Total	Gender		Age					Region				Education			Health issue/ disability that affects day- to-day activities	
	%	Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non- degree	Degree or Higher	Yes	No
I definitely voted	73	75	70	58	70	68	77	83	70	72	76	72	71	71	77	68	74
I normally vote, but didn't manage to this time	20	18	22	23	20	23	19	15	23	20	16	20	18	22	19	23	19
I never vote in elections	6	5	7	19	8	7	3	1	5	6	7	6	9	6	3	8	6
Can't remember/ Don't know/ Prefer not to say	1	1	1	-	1	2	1	-	2	-	-	1	1	1	1	1	2

Q.52 Many people were unable to vote in the recent Presidential Election for a variety of reasons. How about you? As far as you can remember, can you tell me if you voted, or for some reason were you unable to vote?

Base: All Respondents: 1,583

\*Caution low base, below 100

# Main reason for not voting



Q.57 You mentioned earlier that you did not vote in the most recent Presidential Election. Which of the following best describes why you did not vote?  
Base: All who did not vote (normally vote but did not manage to this time OR never vote in elections): 387. \*2% or less not shown.

# Main reason for not voting

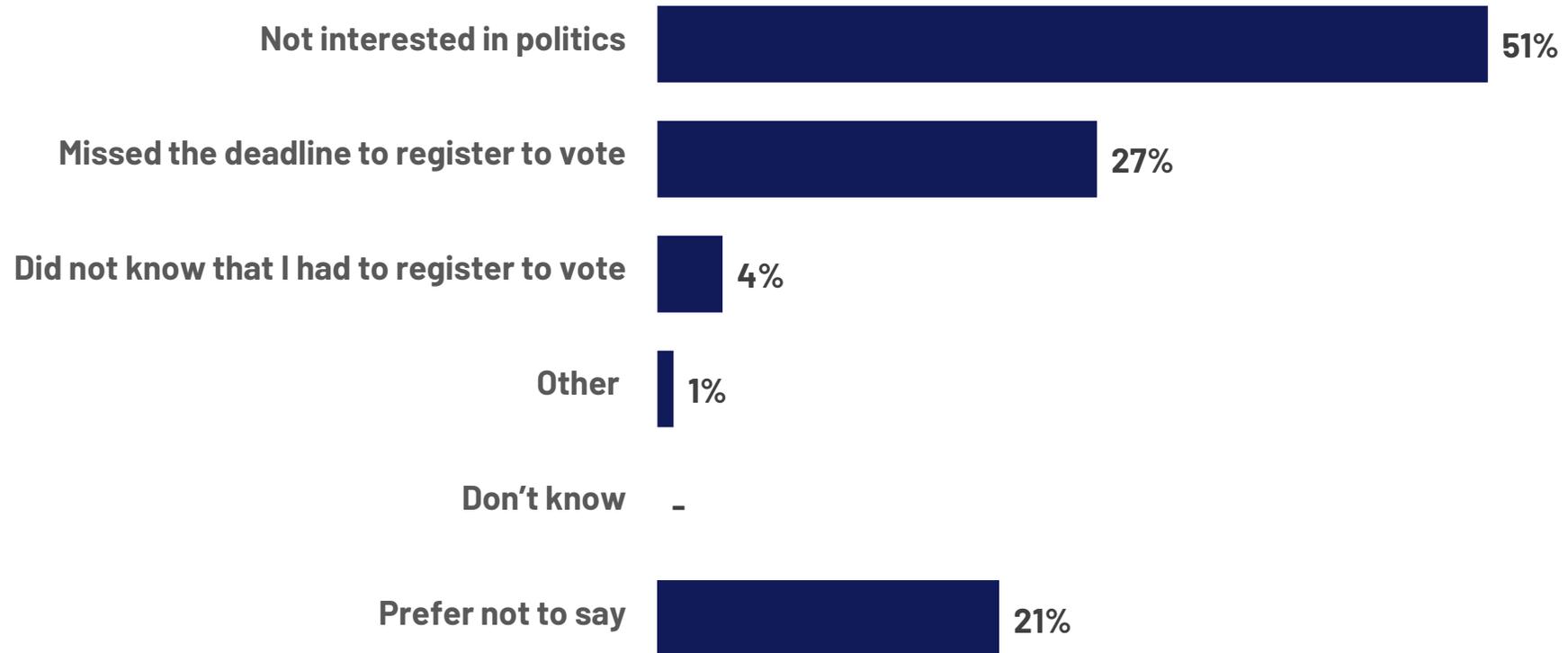
	Total	Gender		Age					Region				Education			Health issue/ disability that affects day- to-day activities	
		Male	Female	18-24*	25-34*	35-49	50-64*	65+*	Dublin	Rest of Lein.	Munster *	Conn/ Ulster*	Up to Leaving Cert*	Non- Degree*	Degree or Higher	Yes*	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Away from home on the day	24	23	26	Base size too low to report (n=30)	37	18	21	30	22	24	31	20	20	25	30	29	23
I did not know who to vote for	20	17	22		25	21	16	13	16	23	14	27	22	18	19	19	20
Could not decide how to vote	13	8	16		13	15	20	11	10	12	12	19	10	16	11	12	13
I'm not registered to vote	12	13	12		15	6	8	3	14	9	20	5	17	10	11	17	10
Work commitments	9	15	5		9	12	13	-	14	5	7	12	7	8	15	1	12
Did not like any of the candidates	9	11	8		3	12	13	19	9	9	15	5	8	12	8	6	11
My vote doesn't matter	9	10	7		7	10	7	2	5	12	9	8	7	9	10	4	9
Illness/disability	8	7	9		9	7	11	6	12	8	6	4	8	9	6	16	5
Not interested in politics	8	8	9		6	9	2	5	4	10	12	8	7	9	8	7	8
Study commitments	6	6	7		4	1	-	-	15	-	5	1	15	-	4	1	7
Caring commitments	5	2	8	8	8	3	3	3	8	7	2	6	2	8	1	6	

Q.57 You mentioned earlier that you did not vote in the most recent Presidential Election. Which of the following best describes why you did not vote?

Base: All who did not vote (normally vote but did not manage to this time OR never vote in elections): 387

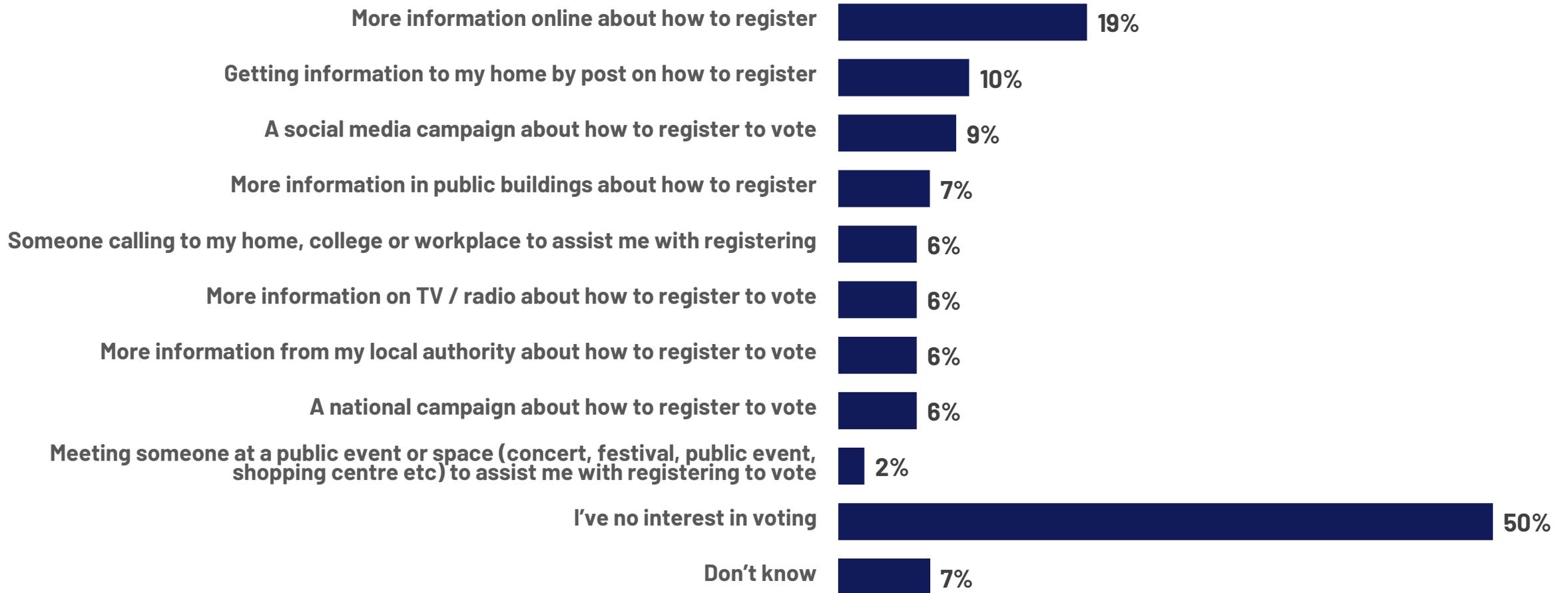
\*Caution low base, below 100, \*2% or less not shown.

# Why not registered to vote



Q.59 You mentioned that you're not registered to vote. Please tell us why you are not registered to vote.  
Base: All who are not registered to vote: 34\* *Caution very low base size*

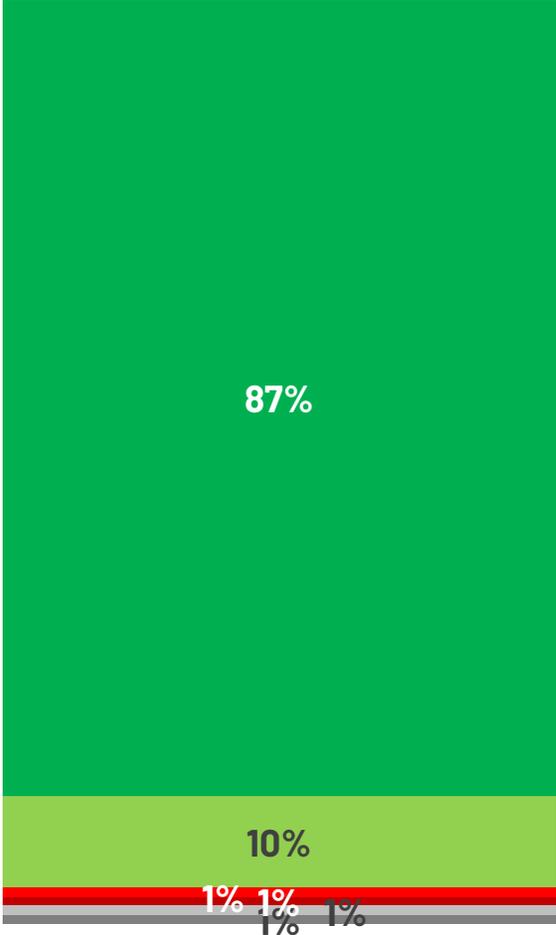
# Increasing voter registration



Q.58 You mentioned that you're not registered to vote, please tell us which of the following would have encouraged you to register to vote.  
Base: All who are not registered to vote: 34\* *Caution very low base size*

# Experience when voting

Total



- Very easy - straightforward with no problems – a very positive experience
- Easy - some issues – a generally positive experience
- Difficult - some issues – a generally negative experience
- Very difficult - numerous issues – a very negative experience
- Don't know
- Prefer not to say

Q.71 Thinking now of your experience when voting at the recent Presidential Election, how was your experience with voting at the polling station?  
Base: All those who voted: 1,173. 1% or less not labelled

# Experience when voting

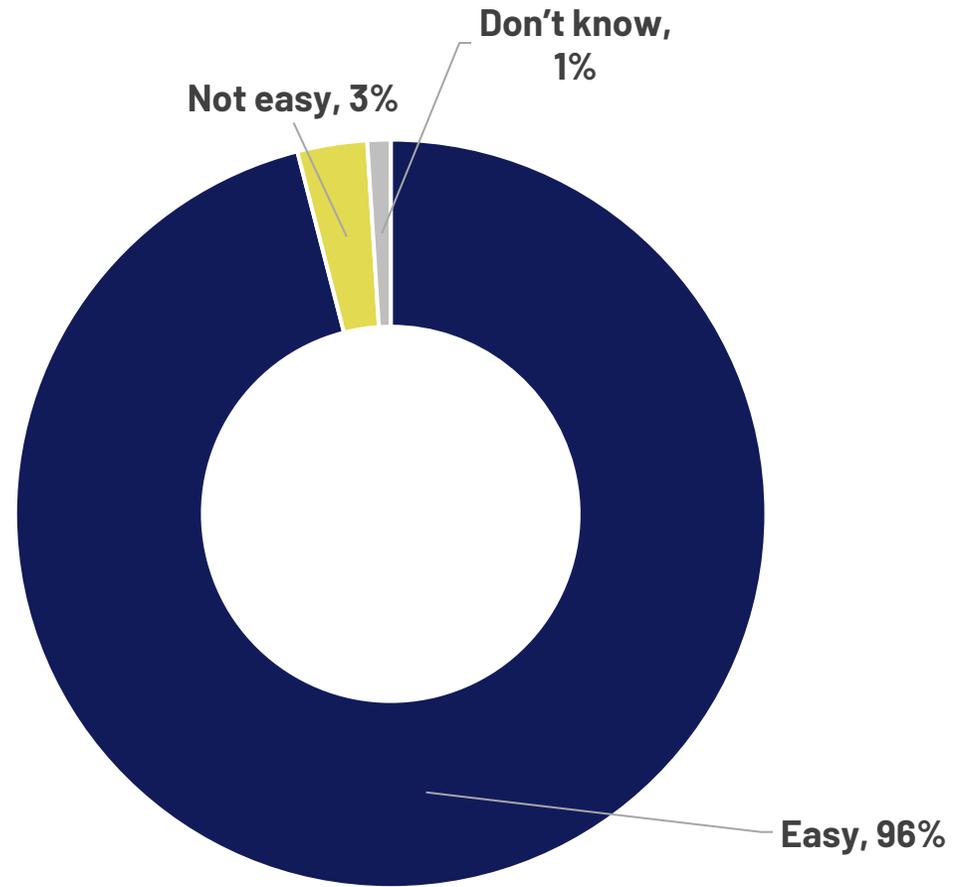
	Health issue/ disability that affects day-to-day activities	
	Yes	No
	%	%
<b>NET Easy</b>	<b>97</b>	<b>97</b>

Q.71 Thinking now of your experience when voting at the recent Presidential Election, how was your experience with voting at the polling station?

Base: All those who voted: 1,173

\*Caution low base, below 100

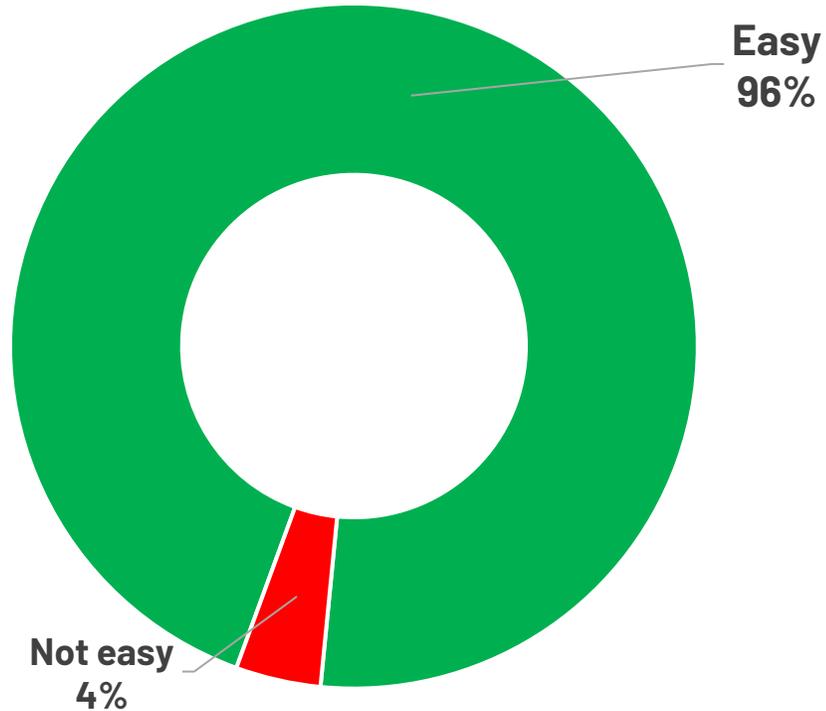
# Ease of access to polling station



Q.73 Thinking of when you got to the polling station to cast your vote. Was it easy or not easy to access the polling station?

Base: All those who voted (excluding those who said they did not vote at a polling station): 1,169

# Ease of access to polling station



Health issue/ disability that affects day-to- day activities	
Yes	No
%	%
97	96

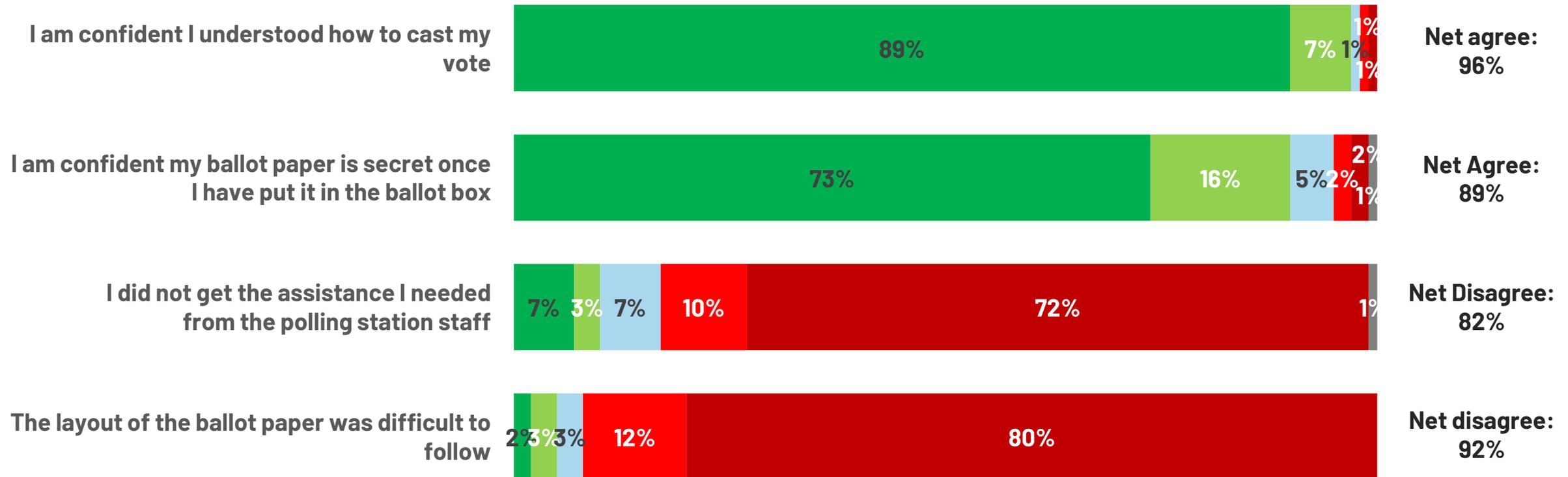
Q.73 Thinking of when you got to the polling station to cast your vote. Was it easy or not easy to access the polling station?

Base: All those who voted (excluding those who said they did not vote at a polling station): 1,169

\*Caution low base size, less than 100

# Experience when voting

■ Strongly agree (1)  
 ■ Somewhat agree (2)  
 ■ Neither agree not disagree (3)  
 ■ Somewhat disagree (4)  
 ■ Strongly disagree (5)  
 ■ Don't know/ Prefer not to say



Q.74 Thinking more about your experience when voting. Do you agree or disagree with the following statements. Please give your answer on a scale of 1-5, where 1 is strongly agree, and 5 is strongly disagree.

Base: All those who voted (excluding those who said they did not vote at a polling station): 1,169

# Experience when voting

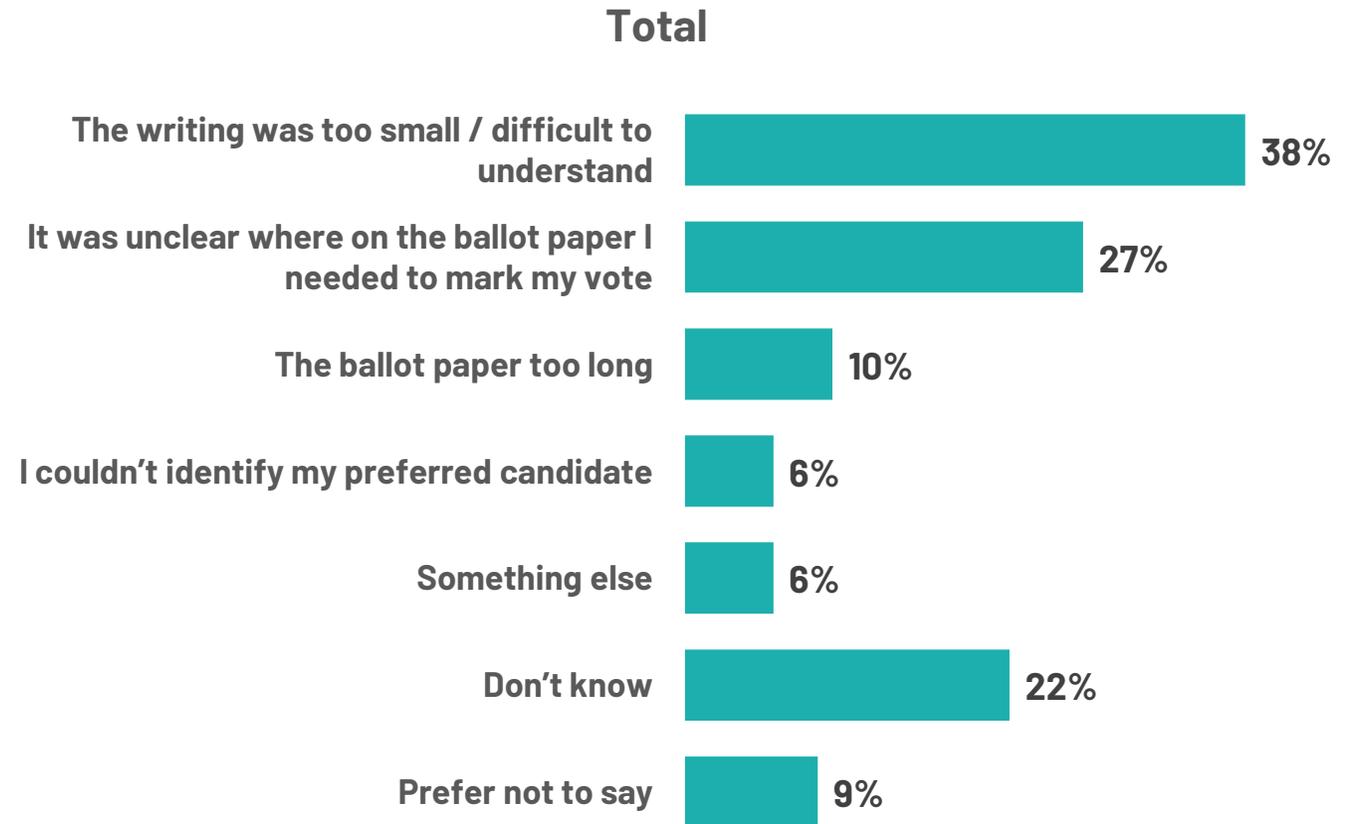
	Total	Gender		Age					Region				Education			Health issue/ disability that affects day- to-day activities	
		Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non- degree	Degree or Higher	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
I did not get the assistance I needed from the polling station staff (% Disagree)	83	83	82	89	77	78	87	85	80	84	85	80	82	84	81	84	82
I am confident I understood how to cast my vote (% Agree)	97	97	97	96	91	96	99	99	95	97	98	95	96	96	97	96	97
The layout of the ballot paper was difficult to follow (% Disagree)	92	93	90	89	84	91	95	96	91	94	90	90	92	94	89	91	92
I am confident my ballot paper is secret once I have put it in the ballot box (% Agree)	90	91	88	92	85	87	91	93	92	92	89	85	93	86	91	87	91

Q.74 Thinking more about your experience when voting. Do you agree or disagree with the following statements. Please give your answer on a scale of 1-5, where 1 is strongly agree, and 5 is strongly disagree.

Base: All those who voted (excluding those who said they did not vote at a polling station): 1,169

\*Caution low base size, less than 100

# Reasons for reporting that the layout of the ballot paper was difficult to follow



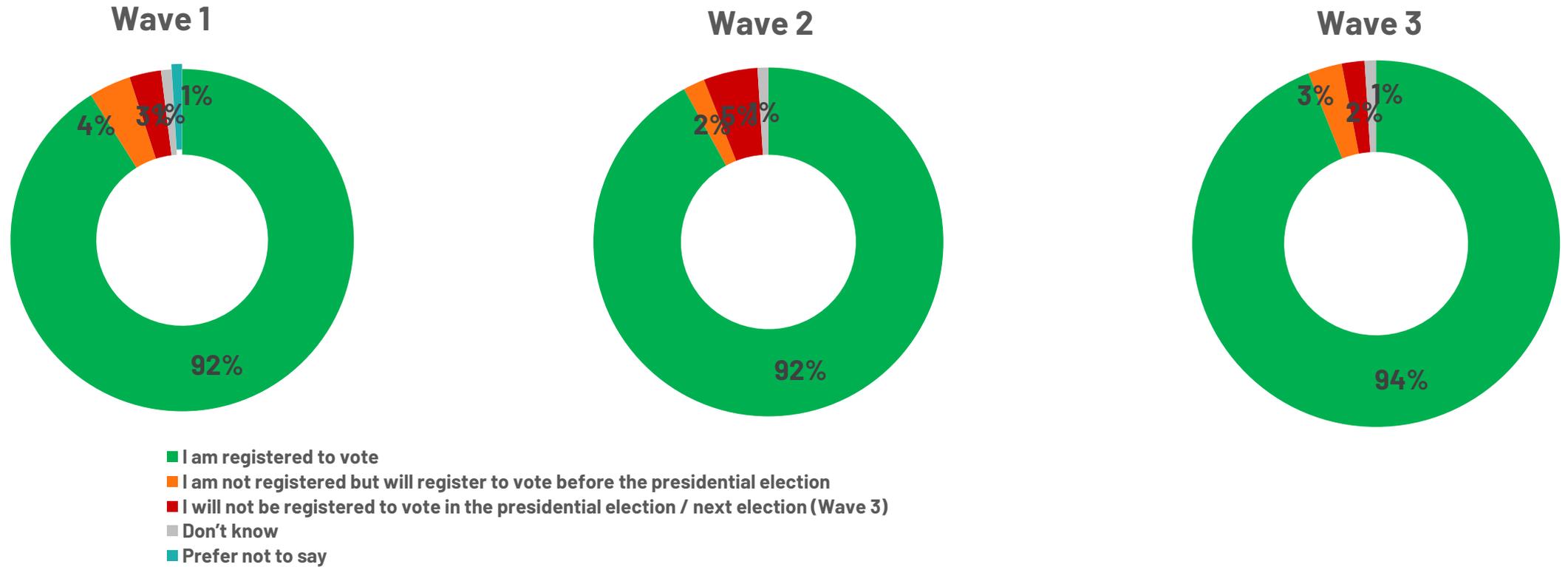
Q.75 For what reasons would you say it was not easy to follow the layout of the ballot paper?

Base: All who thought the layout of the ballot was difficult to follow: 63\*

\* Caution low base size, below 100

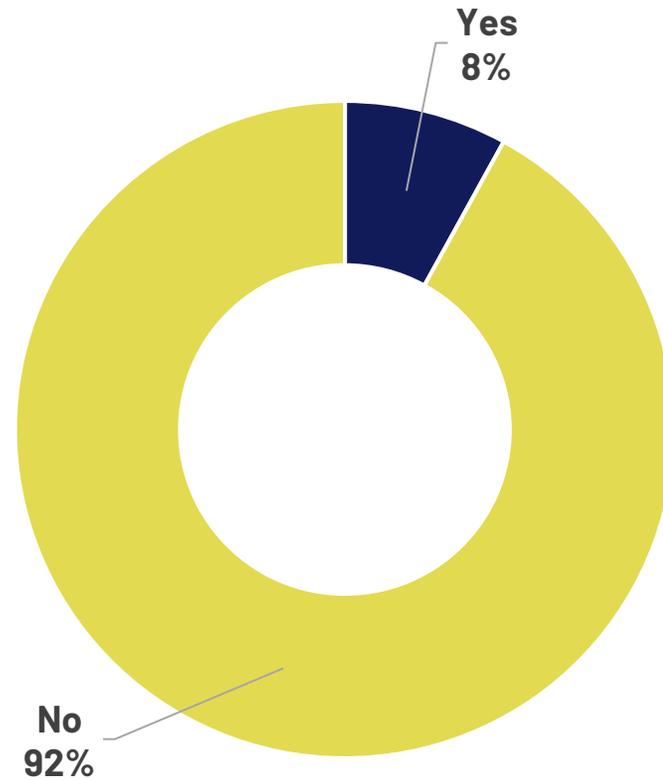
# Voter registration status

Which one of the following best describes you?



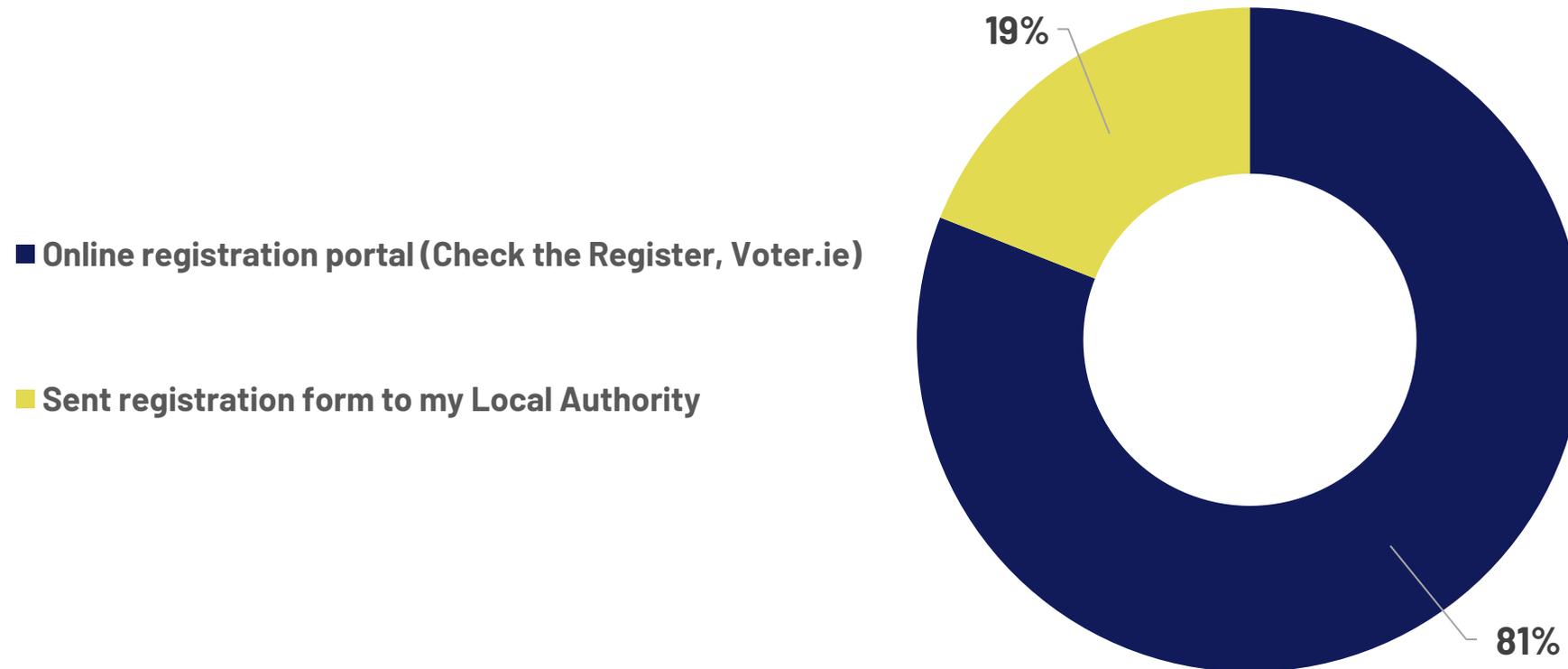
Q.D19 Which one of the following best describes you?  
Base: All Respondents: 1,312

# Whether registered to vote for the first time in past year



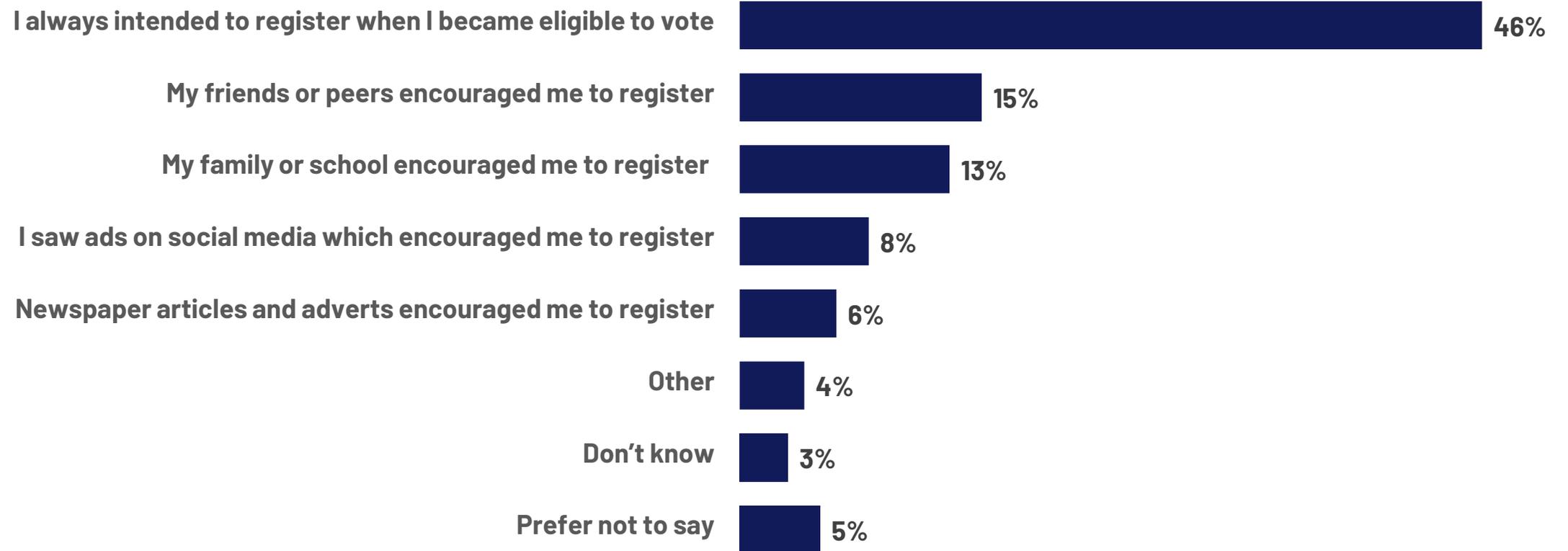
Q.45 Did you register to vote for the first time in the past year?  
Base: All who are on the electoral register: 1,254

# Voter registration method



Q.48 In which of the following ways did you register to vote?  
Base: All who registered to vote for the first time in the past year: 76 \* Caution low base size, less than 100

# Situation when registering to vote in past year

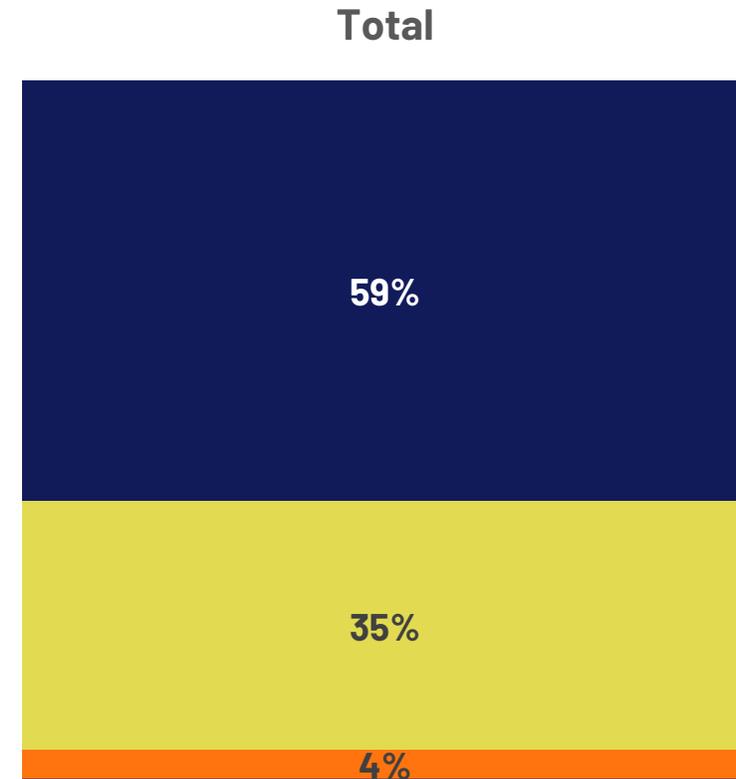


Q.47 Which ONE of these most applies to you with regard to your decision to register to vote in the past year?

Base: All who registered to vote for the first time in the past year: 76 \* Caution low base size, less than 100

# Experience registering to vote for the first time in past year

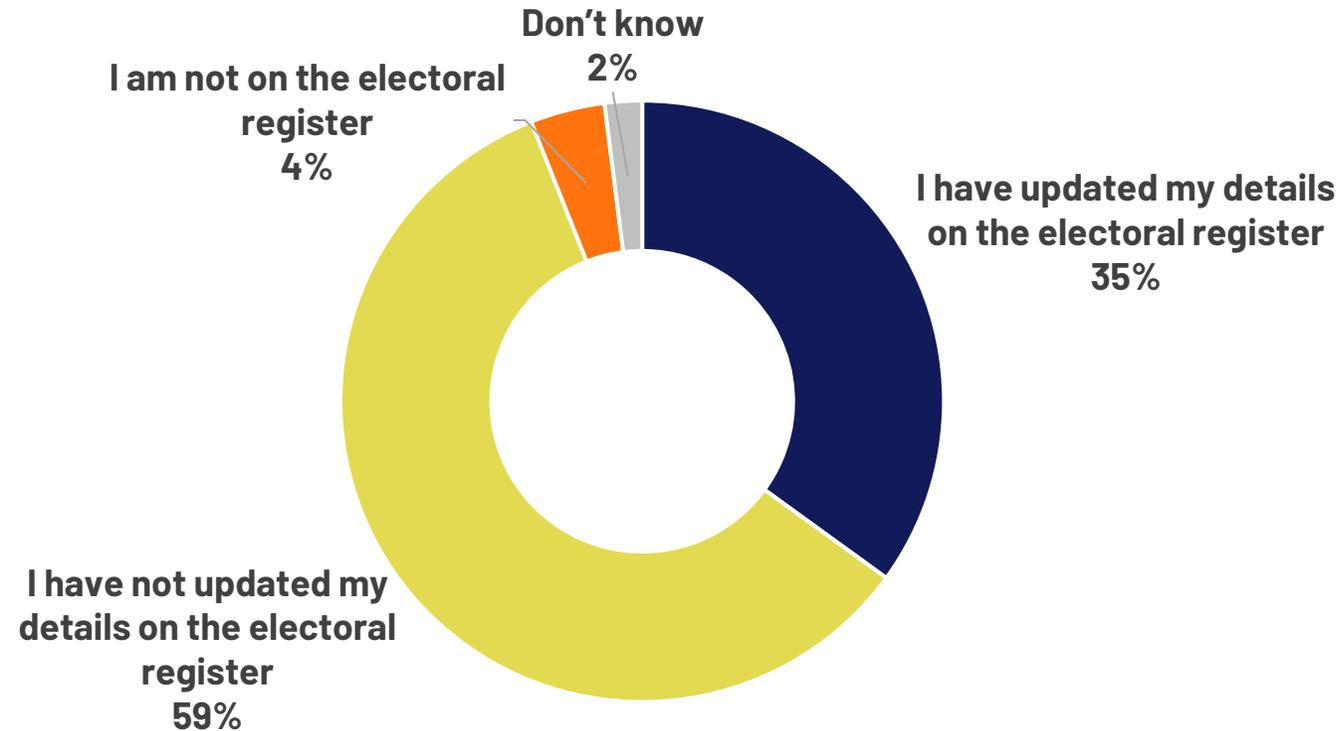
- Very easy - straightforward with no problems – a very positive experience
- Easy - some issues – a generally positive experience
- Difficult - some issues – a generally negative experience
- Very difficult - numerous issues – a very negative experience



Q.49 How was your experience with registering to vote?

Base: All who registered to vote for the first time in the past year: 76 \* Caution low base size, less than 100. 1% or less not labelled

# Whether or not updated electoral register recently



Q.38a Have you updated your details on the electoral register within the past year, or not updated your details?  
Base: All Respondents: 1,312

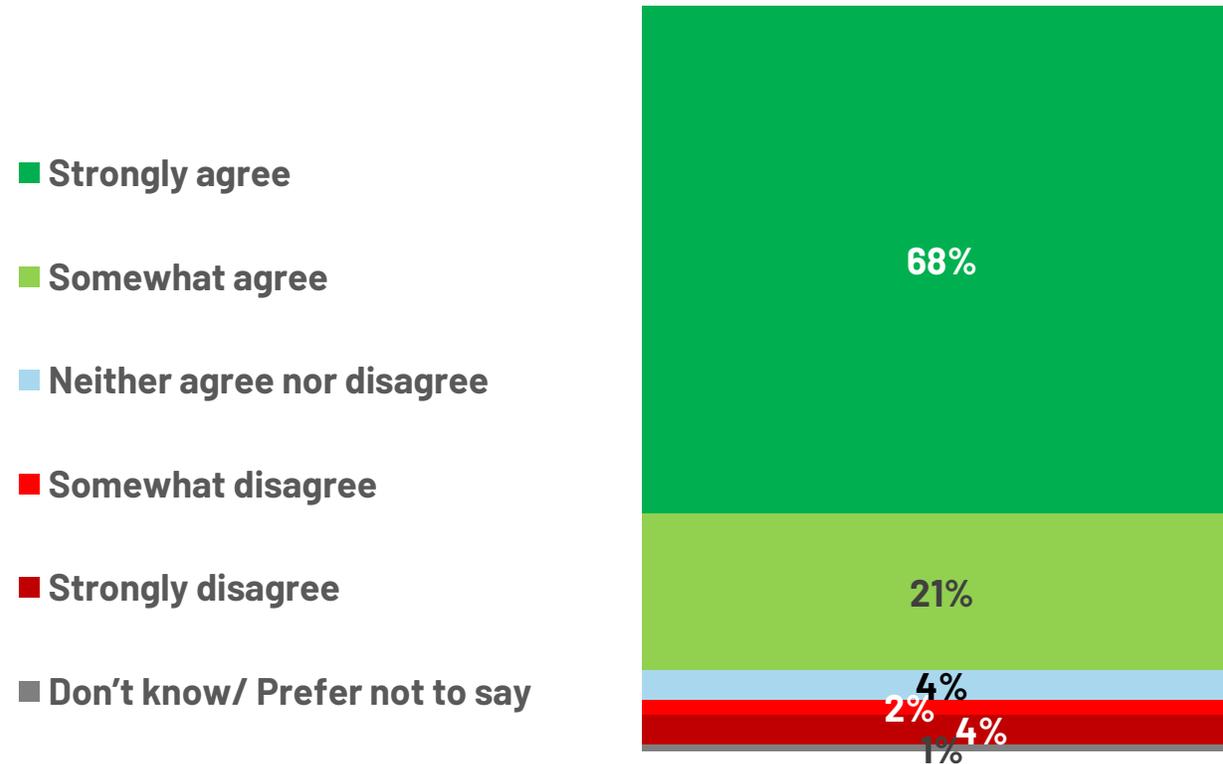
# Satisfaction with updating details on electoral register



Q.51 On a scale of 0-10, where 0 means "not satisfied at all" and 10 means "very satisfied", how satisfied were you with the process of updating your details on the electoral register?  
Base: All who updated their details on the electoral register: 473

# Responsibility for updating electoral register

***“It is my responsibility to ensure my details on the electoral register are up to date”***



Q.38b Please indicate to what extent you agree or disagree with the following statement: “it is my responsibility to ensure my details on the electoral register are up to date”.  
Base: All who are on the electoral register: 1,277. 1% or less not labelled

# VOTER KNOWLEDGE AND ELECTORAL INTEGRITY

# 2

# Electoral knowledge

"Respondents were shown six statements pertaining to the voting process in Ireland and asked if they believed each one was true or false. We measured how many statements each respondent correctly answered. For instance, the first statement is true, and 88% correctly answered that it is true."

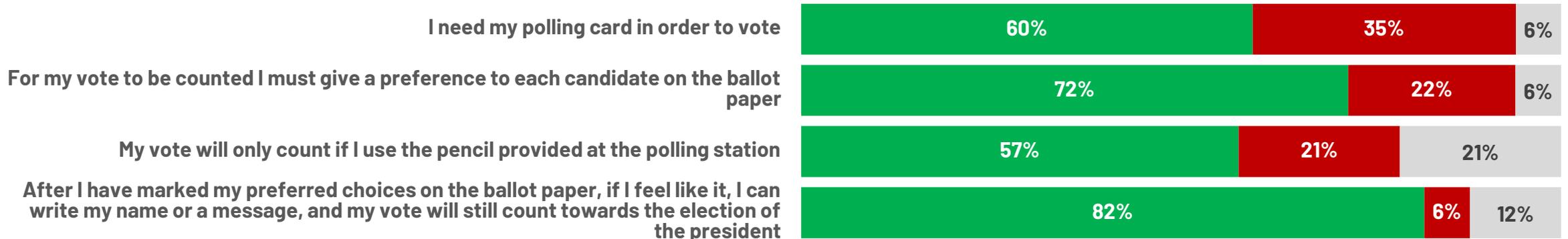
## True Statements

■ % Answered Correctly ■ % Answered Incorrectly ■ Don't know/ Prefer not to say



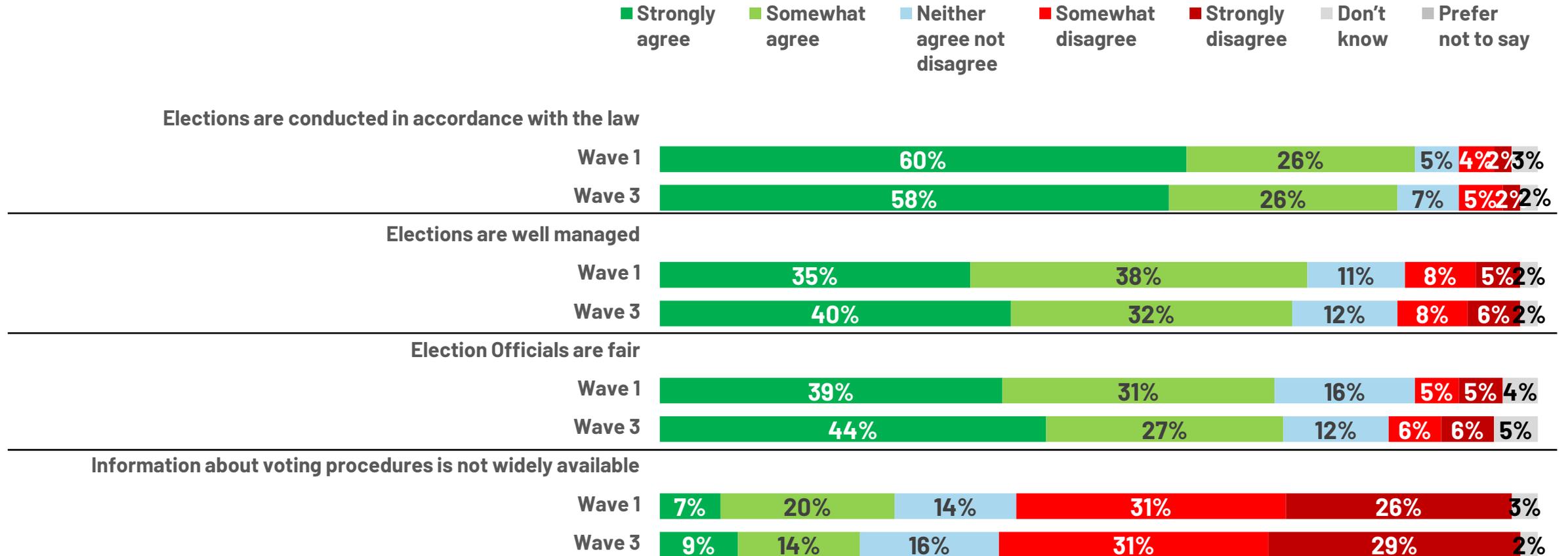
## False Statements

■ % Answered Correctly ■ % Answered Incorrectly ■ Don't know/ Prefer not to say



Q.76 The following are statements that people have made about voting. Please tell us if you believe that these are true or false.  
Base: All Respondents: 1,583

# Perceptions of elections in Ireland



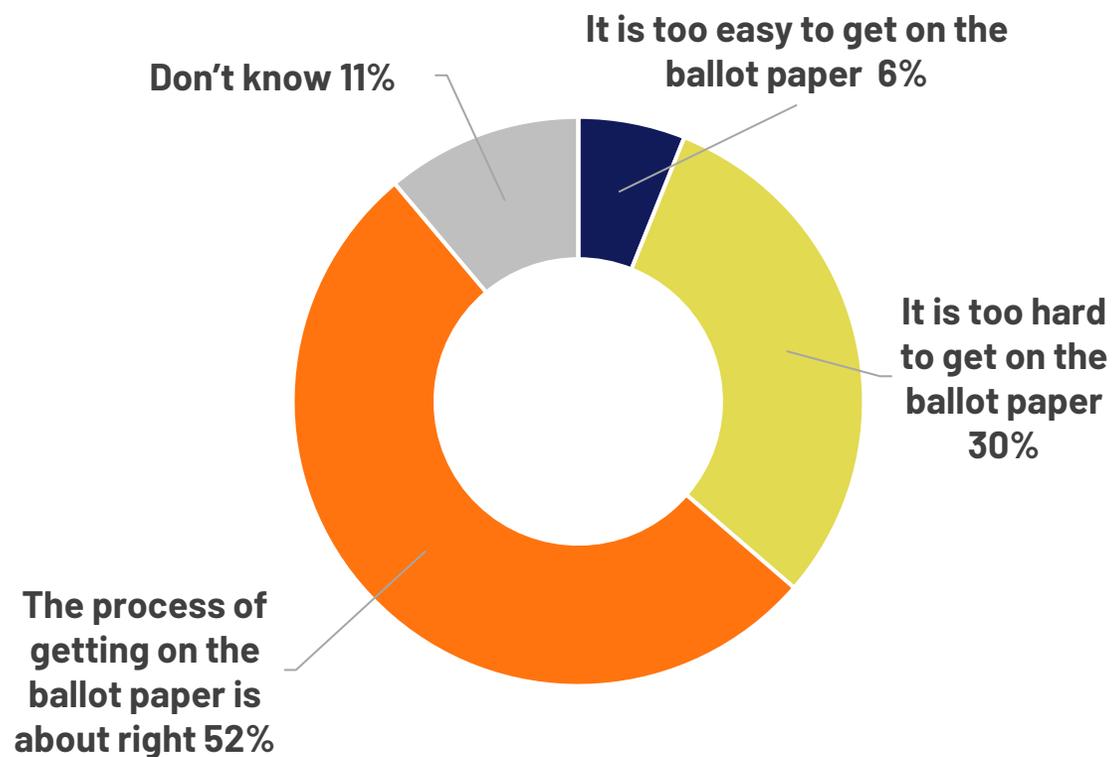
Q.7 Thinking more about electoral procedures in Ireland. Do you agree or disagree with the following statements? Please give your answer on a scale of 1-5, where 1 is strongly agree, and 5 is strongly disagree.

Base: All Respondents: 1,583-1,312. 1% or less not labelled

# ELECTORAL REFORMS

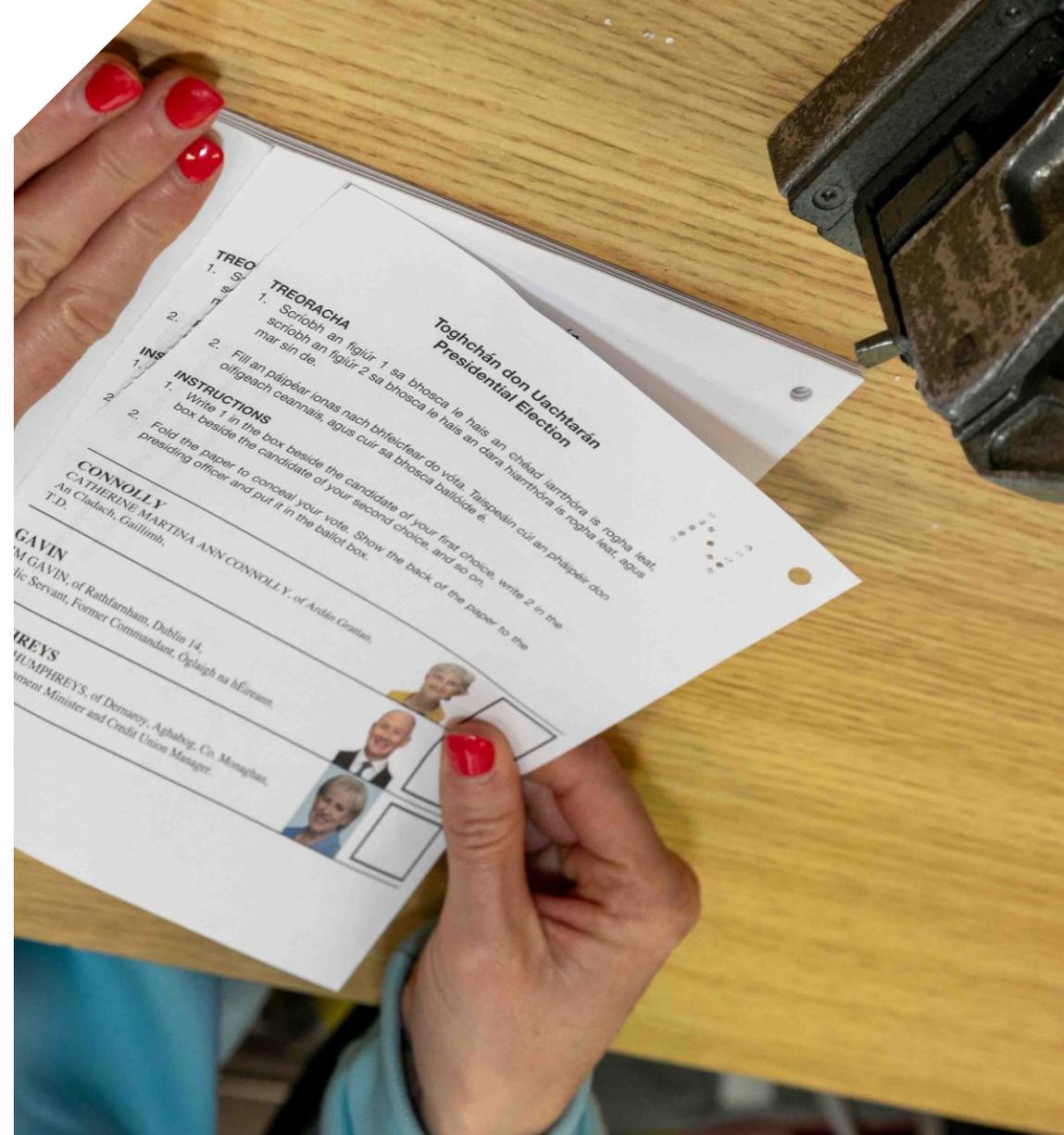
# 3

# Ease of getting on the ballot paper



Q.10 Some people say that it is too easy to get on the ballot paper in a presidential election, while others say that it is too hard. What do you think?

Base: All Respondents: 1,312



# Ease of getting on the ballot paper

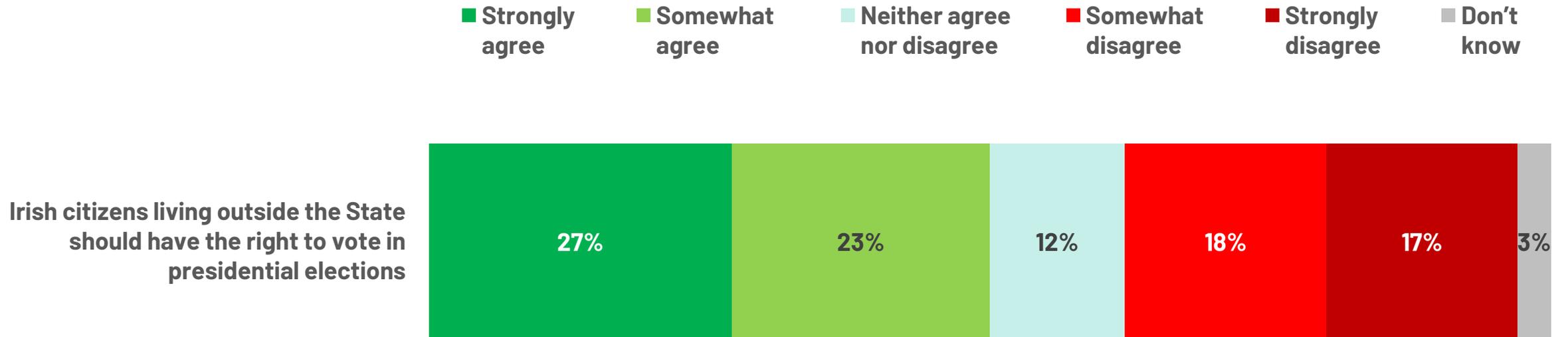
	Total	Gender		Age					Region				Education			Health issue/ disability that affects day- to-day activities	
		Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non- degree	Degree or Higher	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
It is too easy to get on the ballot paper	6	5	8	9	11	7	5	3	6	6	6	10	3	8	8	7	6
It is too hard to get on the ballot paper	30	36	25	26	22	27	39	35	28	28	37	27	34	30	28	30	31
The process of getting on the ballot paper is about right	52	54	50	54	50	54	47	56	59	53	46	48	51	49	56	42	54
Don't know	11	6	16	11	17	12	10	7	8	12	11	16	12	12	8	20	9
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Q.10 Some people say that it is too easy to get on the ballot paper in a presidential election, while others say that it is too hard.  
What do you think?

Base: All Respondents: 1,312

\*Caution low base size, less than 100

# Voting rights



Q.37 Thinking about voting rights. Do you agree or disagree with the following statement? Please give your answer on a scale of 1-5, where 1 means "strongly agree", and 5 means "strongly disagree".

Base: All Respondents: 1,312

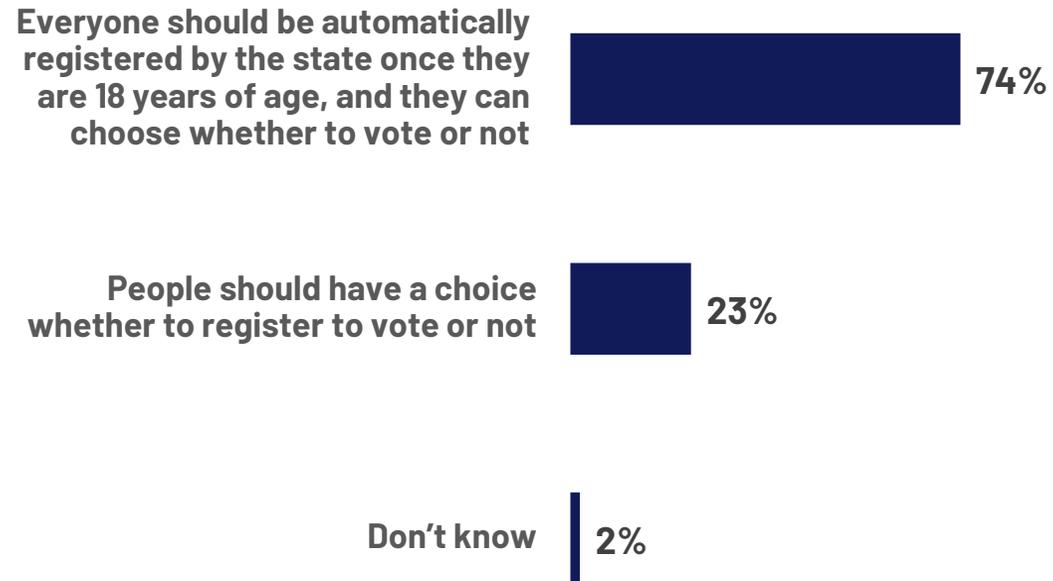
# Voting rights

	Total	Gender		Age					Region				Education			Health issue/ disability that affects day- to-day activities	
		Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non- degree	Degree or Higher	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Net Agree</b>	<b>49</b>	<b>48</b>	<b>50</b>	<b>60</b>	<b>56</b>	<b>48</b>	<b>48</b>	<b>43</b>	<b>50</b>	<b>52</b>	<b>49</b>	<b>46</b>	<b>44</b>	<b>53</b>	<b>51</b>	<b>48</b>	<b>50</b>
<b>Net Disagree</b>	<b>35</b>	<b>39</b>	<b>31</b>	<b>27</b>	<b>33</b>	<b>35</b>	<b>35</b>	<b>42</b>	<b>38</b>	<b>32</b>	<b>37</b>	<b>32</b>	<b>39</b>	<b>30</b>	<b>37</b>	<b>31</b>	<b>36</b>
1 - Strongly agree	27	28	25	20	32	28	26	26	27	24	31	24	24	28	28	33	26
2 - Somewhat agree	23	20	25	40	23	21	22	17	23	27	19	22	20	25	23	15	24
3 - Neither agree nor disagree	12	11	13	12	8	13	14	13	10	12	10	18	12	15	9	13	12
4 - Somewhat disagree	18	20	17	17	22	17	18	19	19	17	20	17	23	15	17	13	20
5 - Strongly disagree	17	20	14	11	11	17	17	23	20	15	17	15	16	14	20	18	17
Don't know	3	2	5	1	3	4	4	2	2	4	3	3	5	3	2	7	2
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Q.37 Thinking about voting rights. Do you agree or disagree with the following statement? Please give your answer on a scale of 1-5, where 1 means "strongly agree", and 5 means "strongly disagree".

Base: All Respondents: 1,312 \* Caution low base size, less than 100

# Automatic registration



Q.37a The following are two different statements that people have made about registering to vote in Ireland. Please tell me which you agree more with.

Base: All Respondents: 1,312



# Automatic registration

	Total	Gender		Age					Region				Education			Health issue/ disability that affects day- to-day activities	
		Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non- degree	Degree or Higher	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Everyone should be automatically registered by the state once they are 18 years of age, and they can choose whether to vote or not	74	74	74	66	71	75	77	76	72	74	75	77	71	79	73	80	72
People should have a choice whether to register to vote or not.	23	24	23	33	27	22	20	20	25	24	23	21	27	18	25	18	25
Don't know	2	1	3	1	1	2	2	4	3	2	2	2	2	2	2	2	2
Prefer not to say	-	-	1	-	1	-	1	-	-	1	-	1	-	-	1	-	1

Q.37a The following are two different statements that people have made about registering to vote in Ireland. Please tell me which you agree more with...

Base: All Respondents: 1,312

\* Caution low base size, less than 100

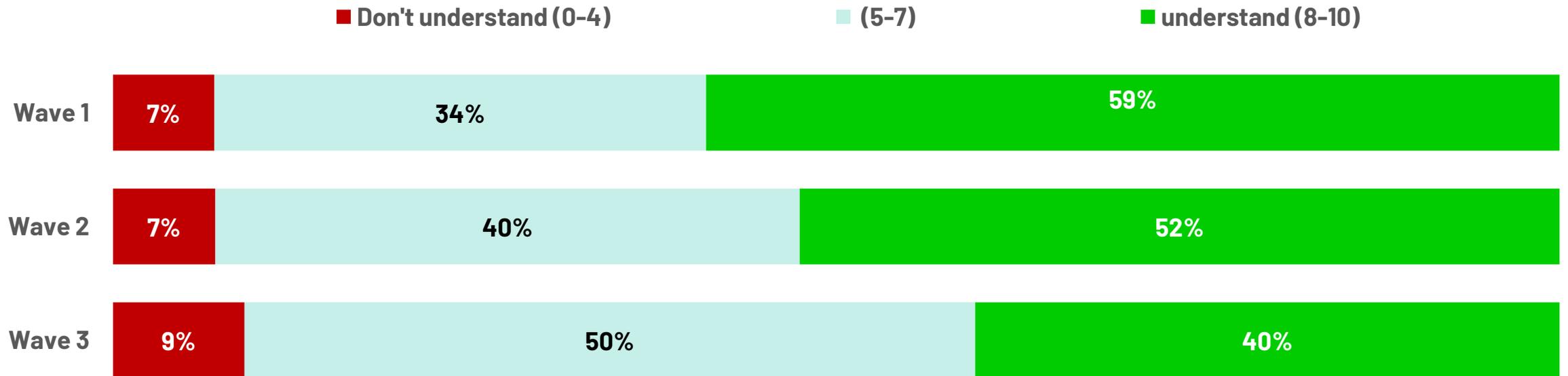
***Note: The following Sections (4-8) contains questions on a range of topics and issues that are relevant to international national election studies.***

***The purpose is to establish a baseline of data on the Irish electorate that can be built upon and studied over time. It will also enable Ireland to participate in comparative academic research. The questions have been drawn from, or adapted from, existing academic research studies and political science literature, and were selected by the academic members of the NEDS Management Board.***

# ELECTION STUDY DATA: THE PRESIDENCY

# 4

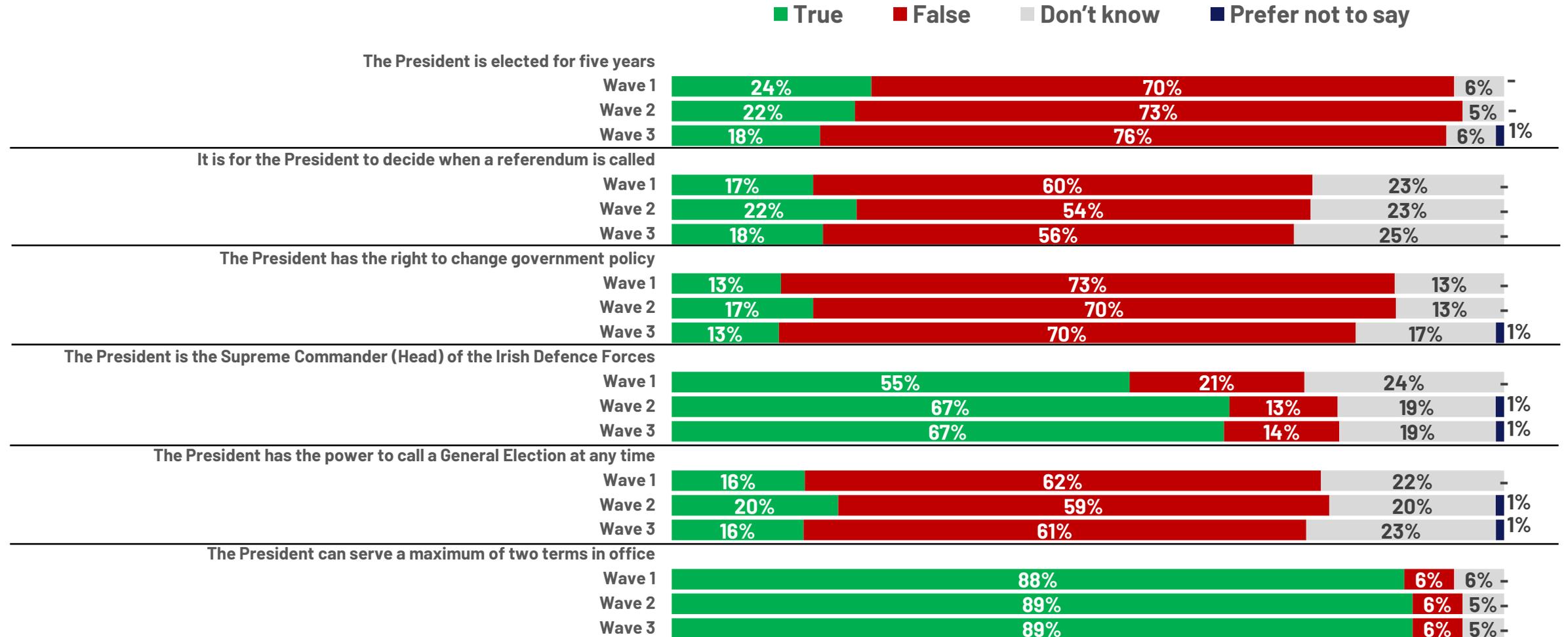
# Understanding of the role of the President



Q.1 On a scale of 0 to 10, where '0' means 'don't understand at all' and '10' means 'fully understand', how would you describe your understanding of the role of the president?

Base: All Respondents: 1,583- 1,312 1% or less not labelled

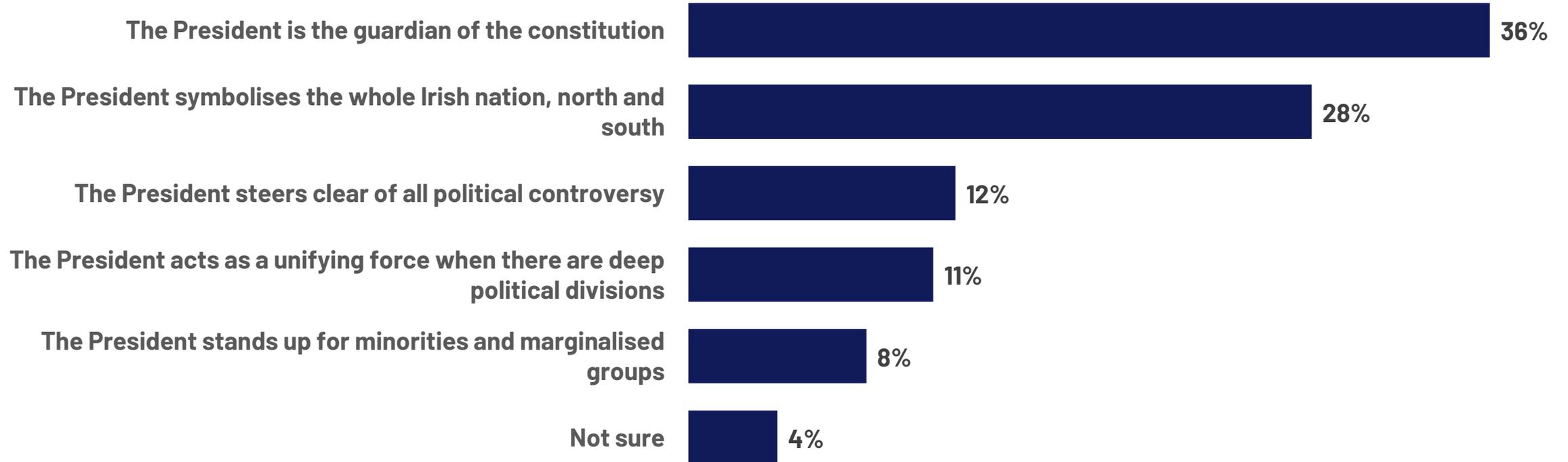
# Understanding of the roles of the President



Q.6 The following are statements that people have made about the office of the President. Please tell us if you believe that these are true or false.

Base: All Respondents: 1,583-1,312

# Most important task of the President

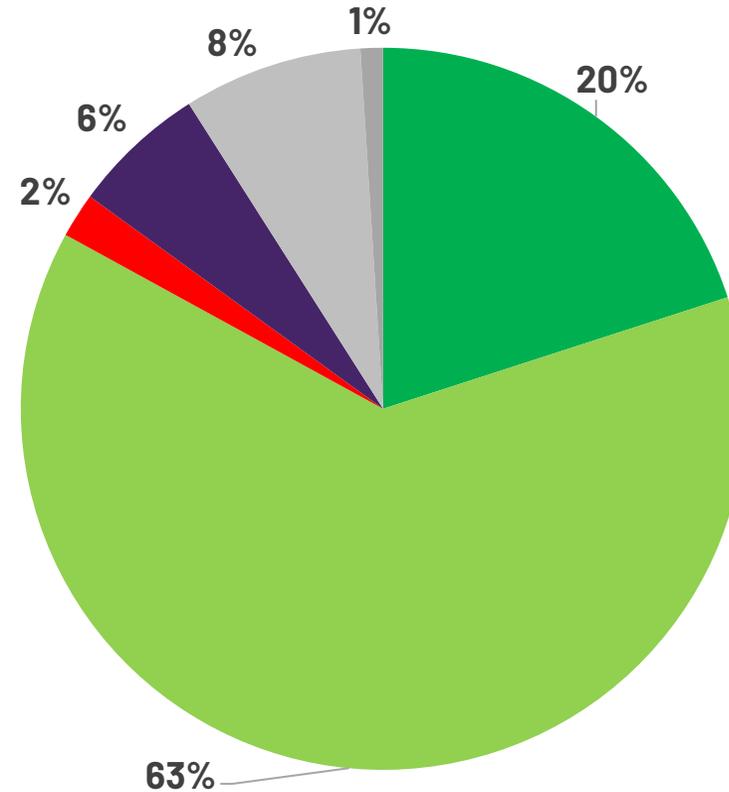


Q.26 People have different views of the role of the president. In your view, how would you rank the following tasks of the president in importance? Which one of these views would you rank first in importance?

Base: All Respondents: 1,312

# Presidential powers

- The President's powers should be increased
- The President's powers should be left as they are
- The President's powers should be reduced
- The position of President is not needed, and should be abolished
- Don't know
- Prefer not to say

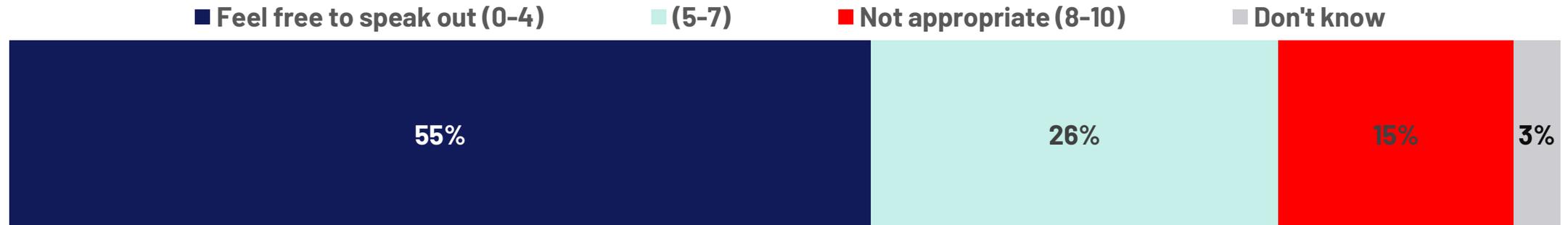


Q.42 Do you think that the post of President should continue as is at present, or should his or her powers be increased or reduced?  
Base: All Respondents: 1,312

# Freedom of president

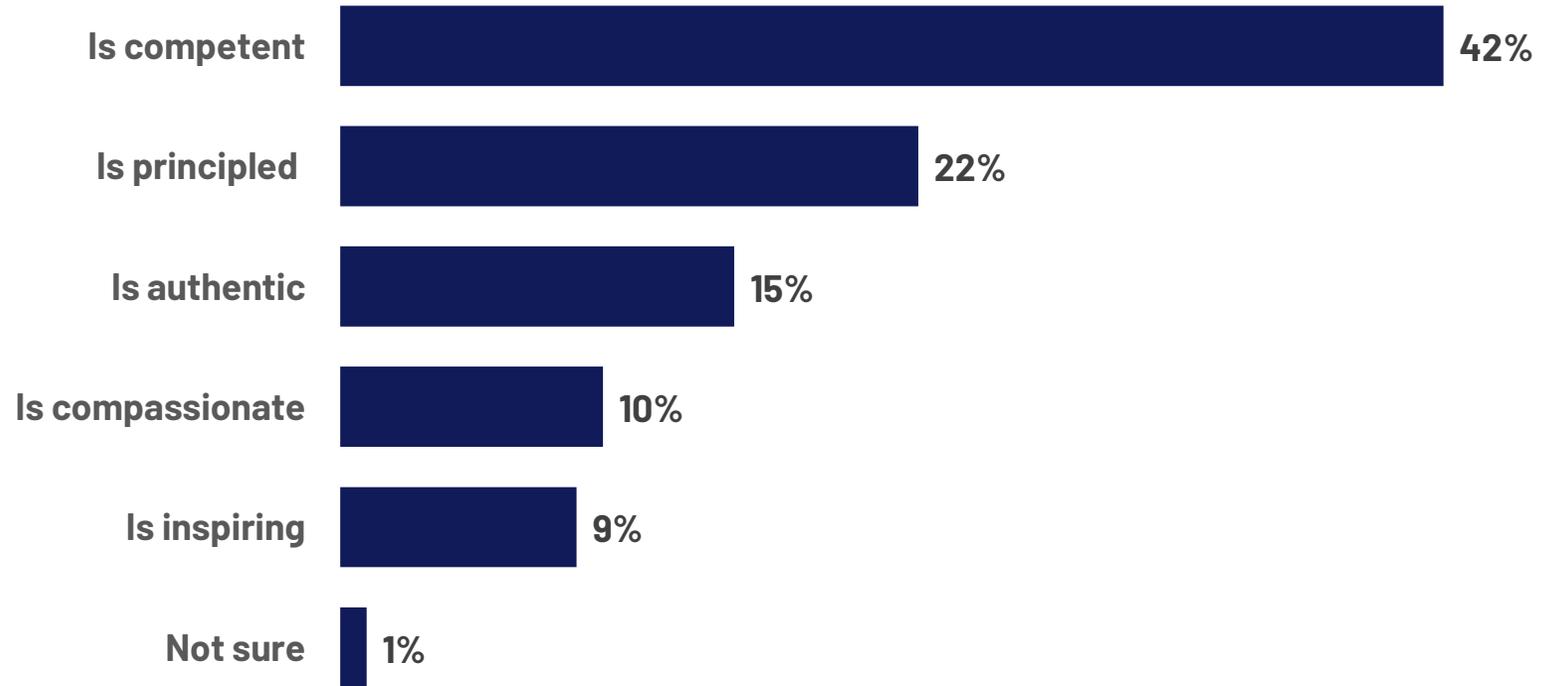
**A President should feel free to speak out on any issue, even if their personal views are not aligned with those of the government**

**It is not appropriate for a President to speak out on any issue without the government's prior approval**



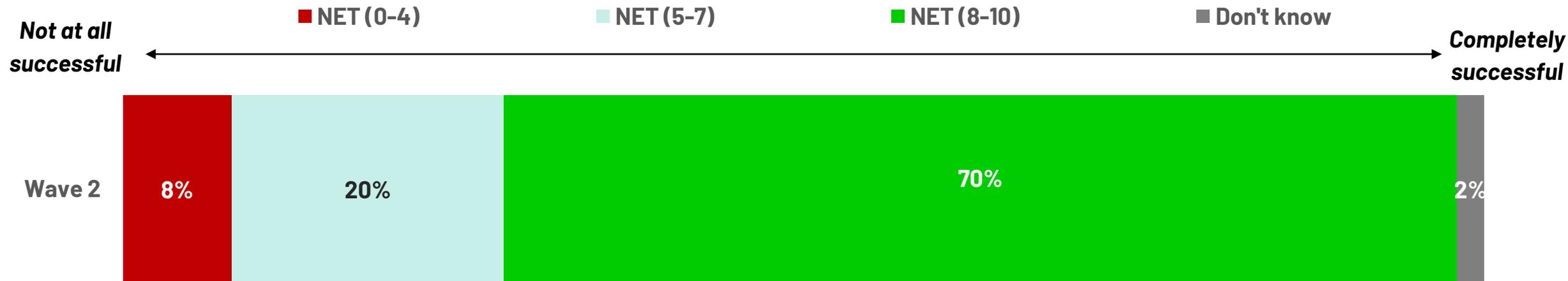
Q.43 Below are contrasting statements reflecting different views on what the role of an Irish President should be. How would you place your own views on this scale?  
Base: All Respondents: 1,312. 1% or less not labelled

# Most important characteristic of a president



Q.44 Please rank in order of importance, for you personally, the following characteristics of an Irish President. Which one of these characteristics would you rank first in importance?  
Base: All Respondents:1312

# Performance of Michael D. Higgins



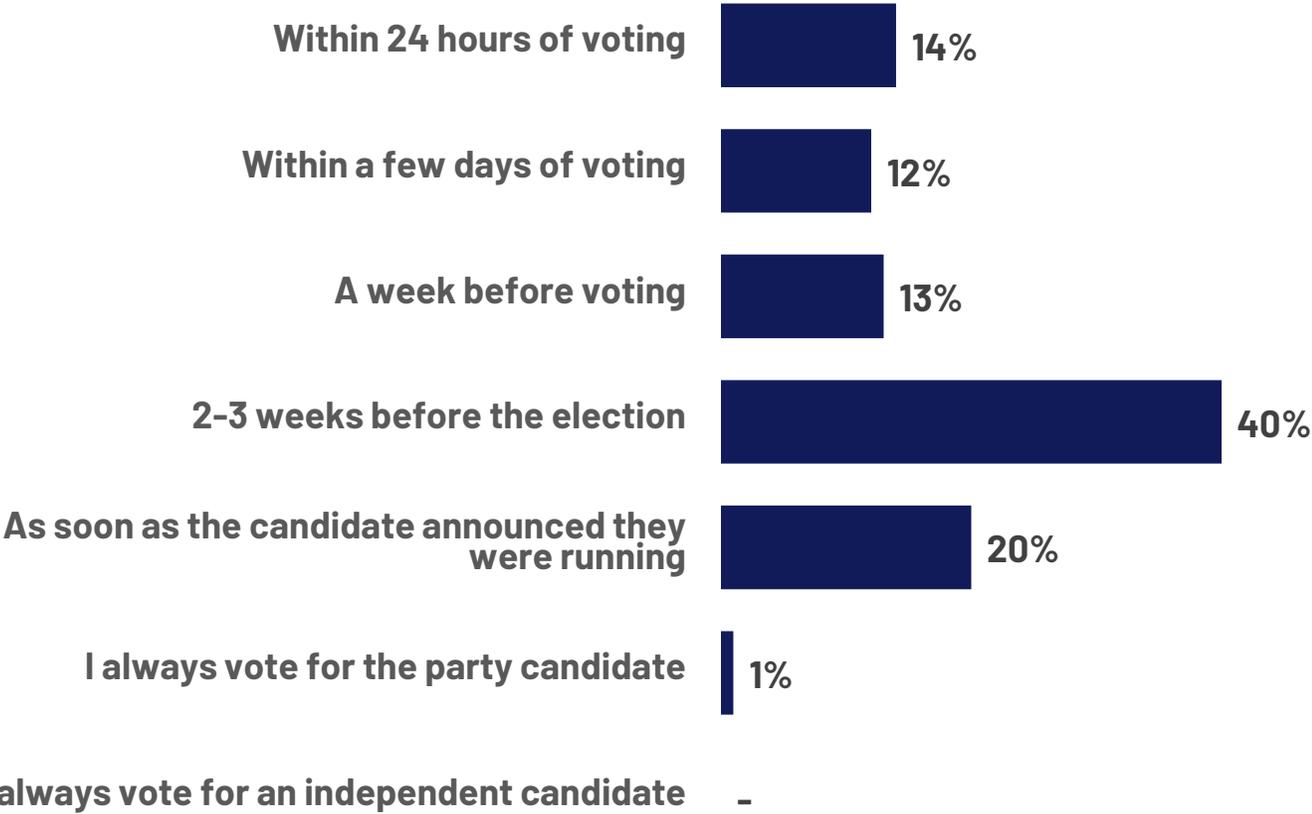
Q.32 In your opinion, how well do you think the outgoing President of Ireland Michael D. Higgins has succeeded in his role?  
Please answer on a scale from 0 to 10, where 0 means 'not at all successful' and 10 means 'completely successful'.

Base: All Respondents: 1,312

# ELECTION STUDY DATA: THE CAMPAIGN

# 5

# Timing of Voting Decision



Q.63 When did you finally make up your mind about who you would give your first preference vote to?  
Base: All who gave a first preference vote to one of the candidates: 1018



# When did you chose your preferred candidate

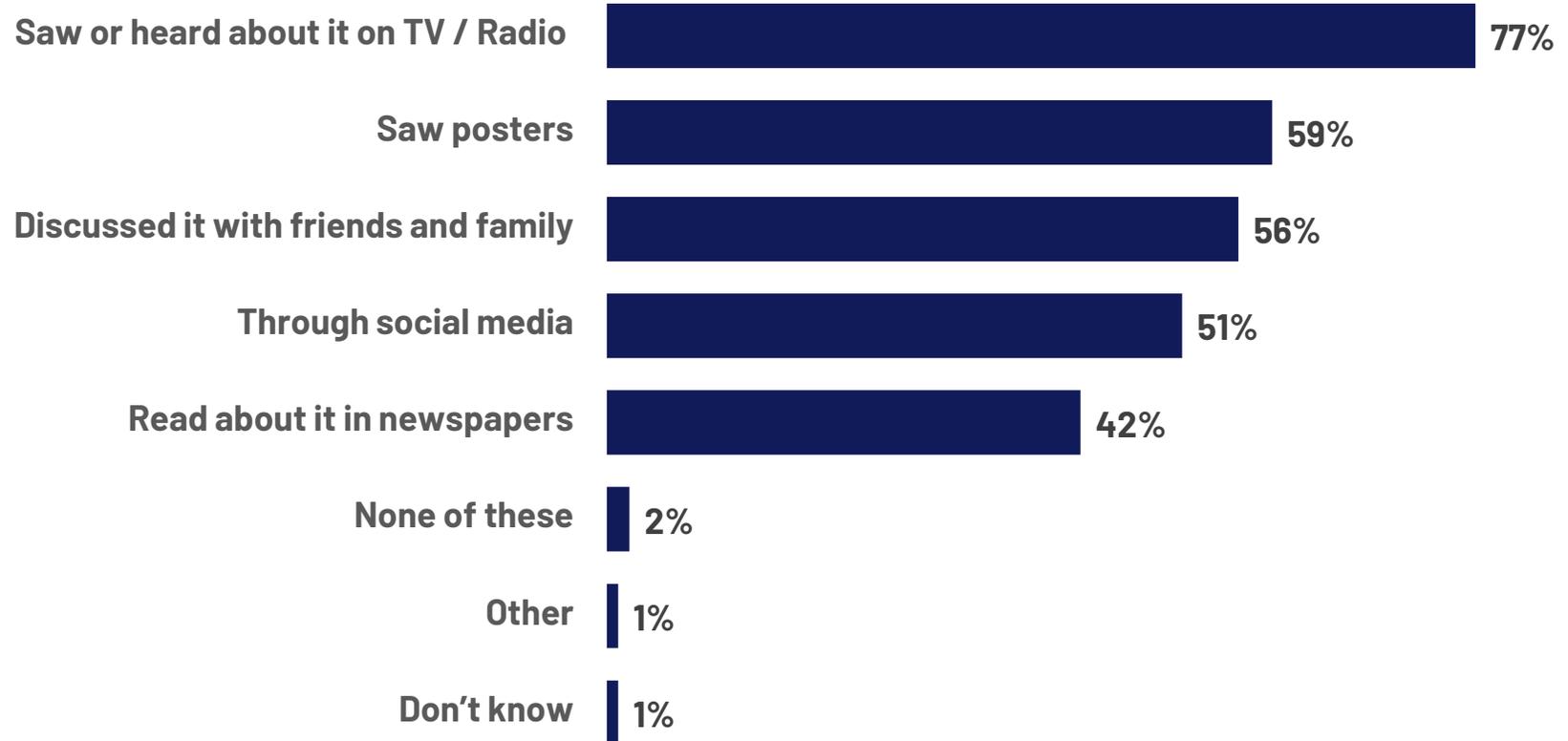
	Total	Gender		Age					Region				Education			Health issue/ disability that affects day-to-day activities	
		Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non-degree	Degree or Higher	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Within 24 hours of voting	14	12	16	Base size too small to report (n=34)	11	17	17	11	13	12	15	17	15	12	14	12	14
Within a few days of voting	12	14	10		8	12	16	10	10	14	11	12	7	16	12	10	12
A week before voting	13	11	15		16	14	14	9	14	16	8	13	10	13	15	10	14
2-3 weeks before the election	40	40	39		47	34	36	44	39	34	45	40	39	40	39	39	39
As soon as the candidate announced they were running	20	21	19		16	21	17	21	21	23	20	15	26	17	18	28	18
I always vote for the party candidate	1	1	1		1	1	-	4	2	-	1	2	1	1	1	-	2
I always vote for an independent candidate	-	-	-		1	-	-	1	1	-	-	1	-	-	1	1	-
Don't know	-	1	-		1	1	-	-	-	1	1	1	-	-	1	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Q.63 When did you finally make up your mind about who you would give your first preference vote to?

Base: All who gave a first preference vote to one of the candidates: 1018

\* Caution low base size, below 100

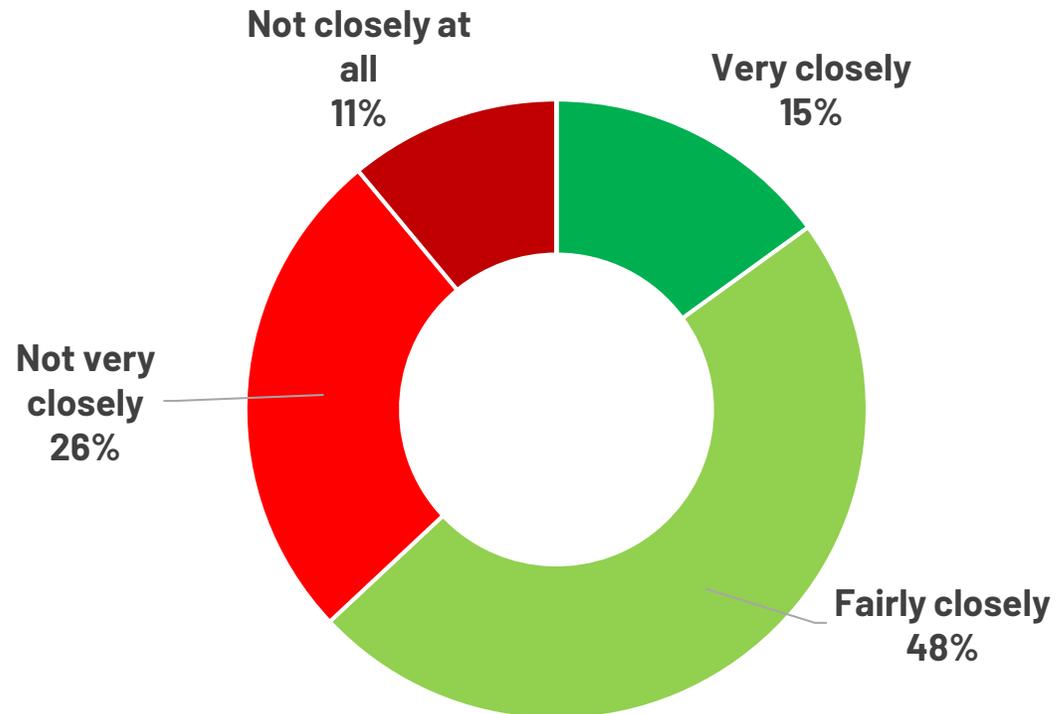
# Awareness of the presidential election



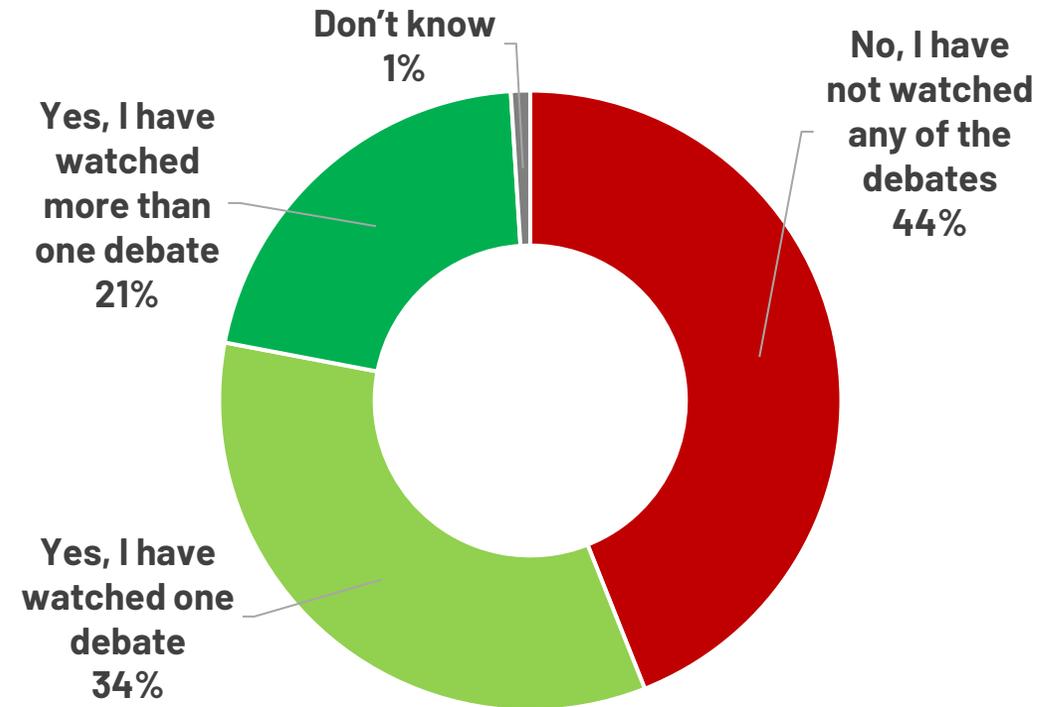
Q.9 In which of the following ways have you heard about the presidential election?  
Base: All Respondents: 1,312

# How closely following the campaign and whether seen debates

## How closely following campaign



## Whether or not seen debates



Q.27 How closely are you following the presidential election campaign?

Base: All Respondents: 1,312

Q.28 Have you watched any of the televised debates with candidates since the campaign started?

Base: All Respondents: 1,312, 1% or less not labelled

# How closely did you follow the campaign

How closely are you following the presidential election campaign?

	Total	Gender		Age					Region				Education			Health issue/ disability that affects day- to-day activities	
	Wave 2	Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non- degree	Degree or Higher	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>NET Closely</b>	<b>62</b>	<b>68</b>	<b>56</b>	<b>51</b>	<b>58</b>	<b>57</b>	<b>65</b>	<b>78</b>	<b>67</b>	<b>59</b>	<b>65</b>	<b>56</b>	<b>65</b>	<b>57</b>	<b>66</b>	<b>55</b>	<b>64</b>
<b>NET Not Close</b>	<b>37</b>	<b>31</b>	<b>43</b>	<b>49</b>	<b>41</b>	<b>43</b>	<b>35</b>	<b>22</b>	<b>32</b>	<b>40</b>	<b>35</b>	<b>44</b>	<b>34</b>	<b>42</b>	<b>34</b>	<b>44</b>	<b>35</b>
Very closely	15	18	11	9	19	11	15	19	14	14	17	13	16	10	18	10	16
Fairly closely	48	51	45	42	39	45	50	59	53	45	48	43	49	47	48	46	49
Not very closely	26	22	30	31	24	31	26	17	23	28	24	31	20	31	26	26	25
Not closely at all	11	9	13	18	17	11	9	5	10	12	11	13	14	12	8	17	10
Don't know	-	-	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-

Q.27 How closely are you following the presidential election campaign?

Base: All Respondents: 1,312 \*Caution low base size, less than 100

# Whether you have seen the debates

Have you watched any of the televised debates with candidates since the campaign started?

	Total	Gender		Age					Region				Education			Health issue/ disability that affects day- to-day activities	
	Wave 2	Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non- degree	Degree or Higher	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
No, I have not watched any of the debates	44	43	46	50	40	51	46	33	43	46	45	45	42	50	42	50	44
Yes, I have watched one debate	34	33	35	44	38	33	29	33	34	32	36	34	35	33	36	36	33
Yes, I have watched more than one debate	21	23	18	6	20	15	23	34	23	21	18	20	23	17	22	13	23
Don't know	1	1	1	-	1	1	1	-	1	1	1	-	1	1	1	1	1
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Q.28 Have you watched any of the televised debates with candidates since the campaign started?

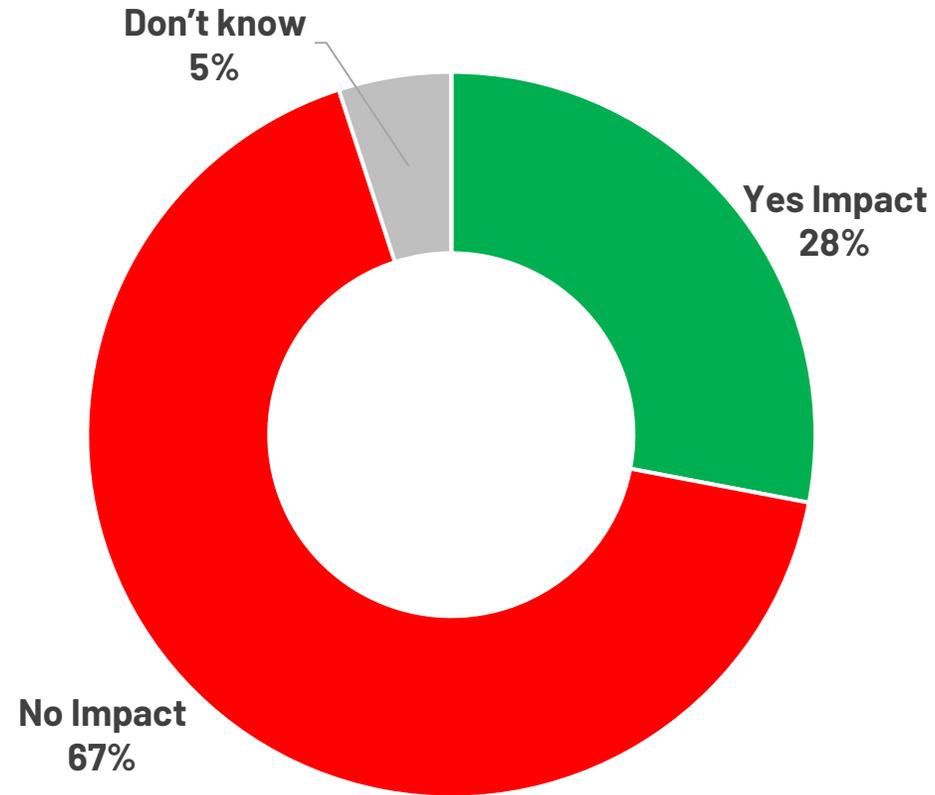
Base: All Respondents: 1,312 \* Caution low base size, less than 100

# Candidate who performed best in debates



Q.29 Overall which candidate do you feel came out best in these debates?  
Base: All who have watched one or more televised debate: 711, 1% or less not labelled

# Impact of debates on candidate evaluation



Q.30 Did watching the debate(s) change your evaluation of the candidates?  
Base: All who have watched one or more televised debate: 711, 1% or less not labelled

# Satisfaction with choice of candidates



Q.67 On a scale of 0-10, where 0 means "not satisfied at all" and 10 means "very satisfied", how satisfied were you with the choice of presidential candidates on the ballot paper?  
Base: All Respondents: 1,583

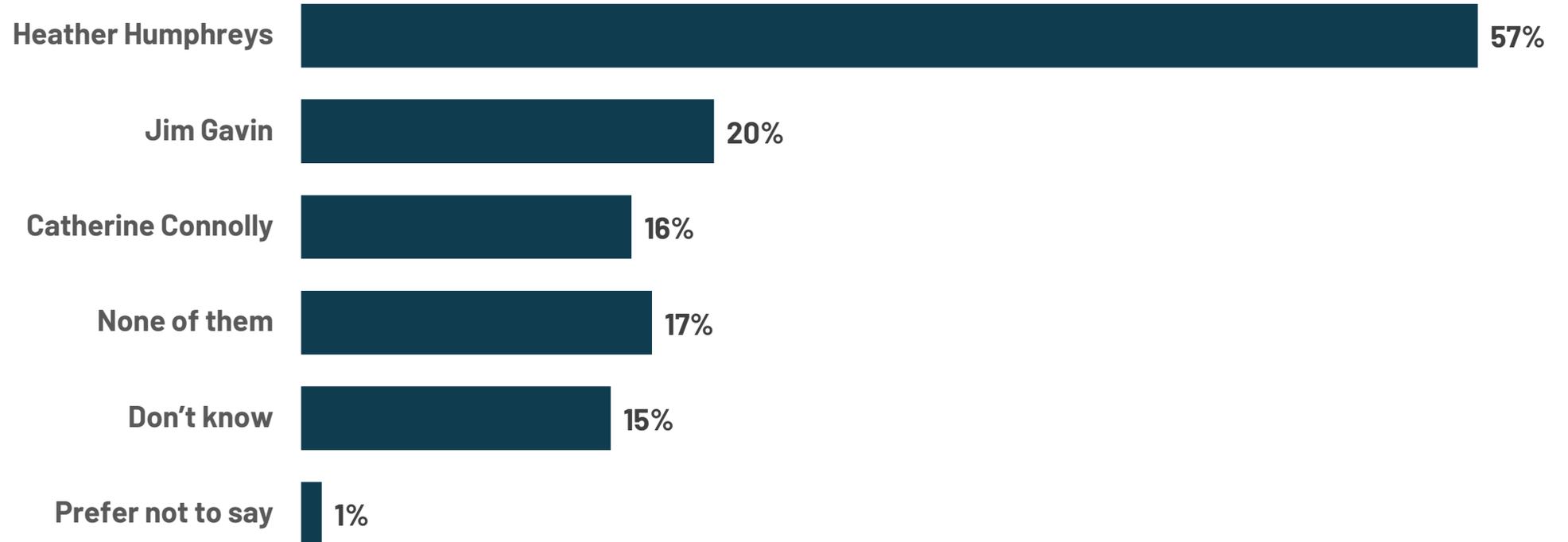
# Satisfaction with choice of candidates

	Total	Gender		Age					Region				Education			Health issue/ disability that affects day-to-day activities	
		Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non- degree	Degree or Higher	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Not satisfied (0-4)	69	72	66	52	58	70	76	79	69	70	72	65	70	72	66	58	72
(5-7)	21	19	24	38	25	21	16	16	20	20	22	23	21	20	23	27	20
Satisfied (8-10)	7	8	6	9	12	6	7	4	9	7	3	10	6	6	10	10	7
Don't know	2	1	4	2	5	3	1	0	2	2	2	2	3	2	2	4	2
Prefer not to say	0	0	1	-	-	1	1	0	0	1	0	-	1	0	0	0	0
<b>Mean (out of 5)</b>	<b>2.7</b>	<b>2.6</b>	<b>2.8</b>	<b>3.9</b>	<b>3.6</b>	<b>2.6</b>	<b>2.3</b>	<b>2.1</b>	<b>2.8</b>	<b>2.8</b>	<b>2.4</b>	<b>3.2</b>	<b>2.6</b>	<b>2.5</b>	<b>3.1</b>	<b>3.3</b>	<b>2.6</b>

Q.67 On a scale of 0-10, where 0 means "not satisfied at all" and 10 means "very satisfied", how satisfied were you with the choice of presidential candidates on the ballot paper?

Base: All Respondents: 1,583 \* Caution low base size, less than 100

# Candidates engaged in negative campaigning



Q.79 Which, if any of the candidates, do you think engaged in negative campaigning in this election?

Base: All Respondents: 1,583

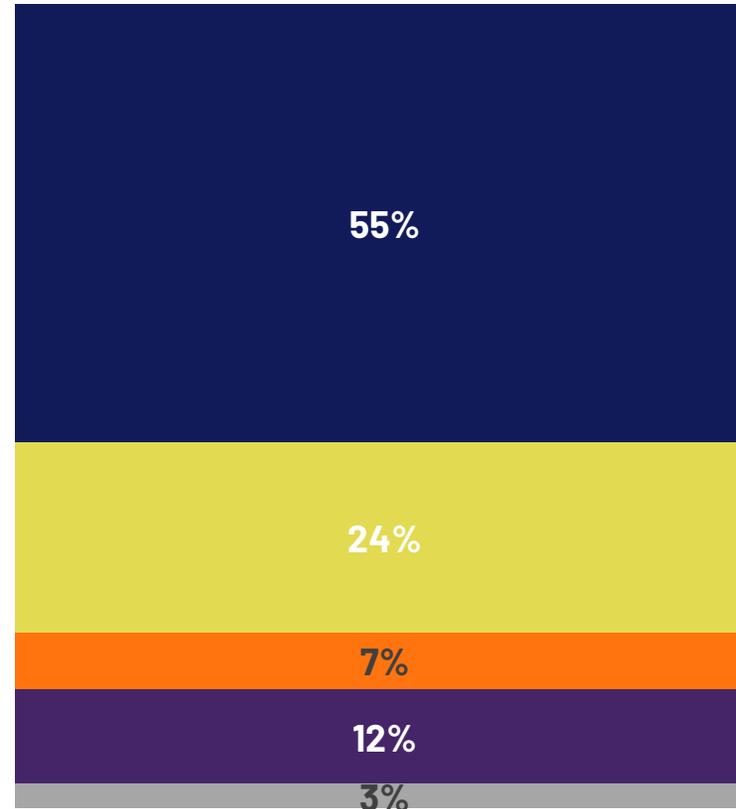
# ELECTION STUDY DATA: THE CANDIDATES

# 6

# Candidate voted for

- Catherine Connolly
- Heather Humphreys
- Jim Gavin
- I spoiled my vote
- Don't know/ Prefer not to say

Total



Q.53 Which of the candidates did you give your first preference vote to?  
Base: All who voted: 1,173

# Candidate voted for

	Total	Gender		Age					Region				Education			Health issue/ disability that affects day-to-day activities	
		Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non-degree	Degree or Higher	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Catherine Connolly	55	49	62	57	77	58	55	37	51	54	55	64	51	55	60	67	52
Heather Humphreys	24	28	19	14	11	17	22	46	29	23	20	22	27	22	23	15	27
Jim Gavin	7	8	5	8	3	6	7	8	7	5	9	3	6	6	7	6	7
I spoiled my vote	12	13	11	11	7	16	13	9	11	13	13	9	13	14	8	9	12
Don't know/ Prefer not to say	3	3	3	9	1	2	2	1	2	5	2	1	3	3	2	2	2

Q.53 Which of the candidates did you give your first preference vote to?

Base: All who voted : 1,173 \* Caution low base size, less than 100

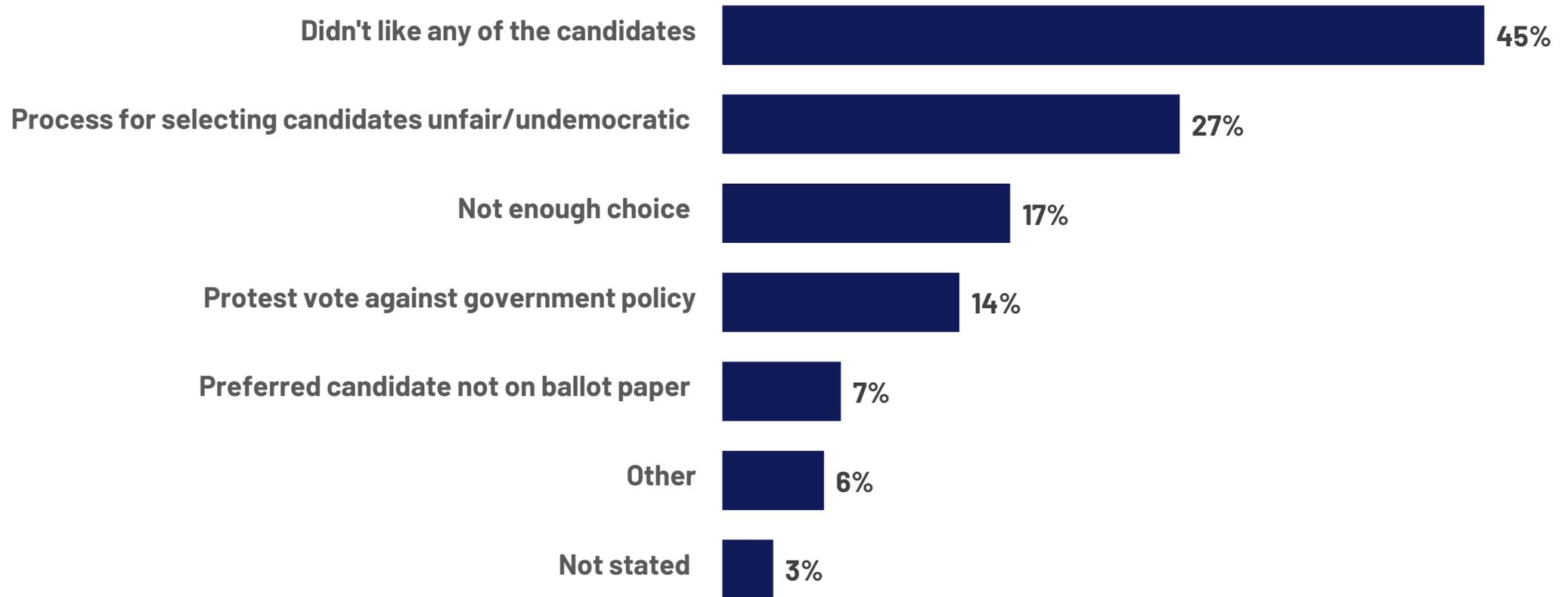
# Candidate voted for by vote in General Election 2024

	Total	First preference vote in General Election 2024													
		Fianna Fáil	Fine Gael	Sinn Féin	Labour	Social Democrats	Aontú	The Green Party	People Before Profit-Solidarity	Independent Ireland	An independent candidate	Other (specify)	Can't remember	Prefer not to say	Did not vote for another reason
<b>No. of respondents</b>	<b>1173</b>	<b>164</b>	<b>179</b>	<b>159</b>	<b>59</b>	<b>86</b>	<b>35</b>	<b>50</b>	<b>26</b>	<b>30</b>	<b>121</b>	<b>7</b>	<b>28</b>	<b>16</b>	<b>17</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Catherine Connolly	55	39	32	78	44	88	24	52	97	51	49	19	75	27	70
Heather Humphreys	24	36	58	5	43	5	15	32	-	20	19	16	13	42	9
Jim Gavin	7	15	8	4	4	5	9	3	-	4	3	-	8	-	4
I spoiled my vote	12	8	2	11	9	1	53	4	3	25	27	65	1	-	10
Don't know	0	-	-	-	-	-	-	-	-	-	0	-	-	-	-
Prefer not to say	3	1	1	1	-	1	-	9	-	-	2	-	3	30	7

Q.53 Which of the candidates did you give your first preference vote to?

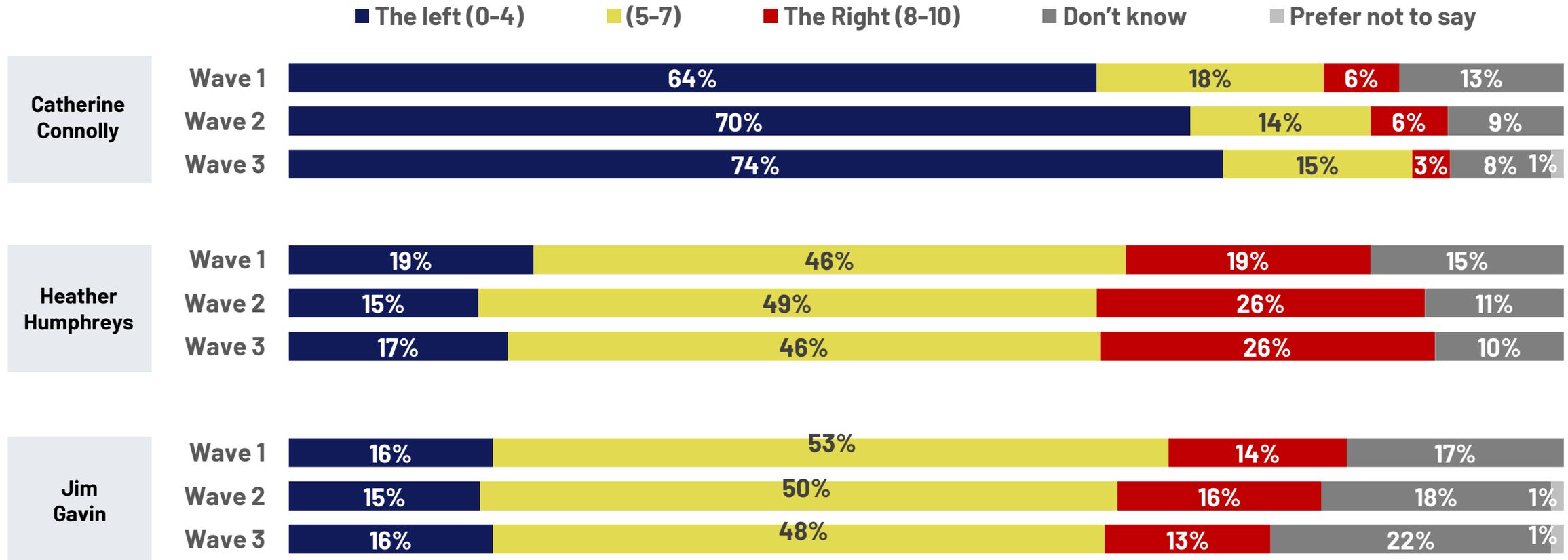
Base: All who voted : 1,173 \* Caution low base size, less than 100

# Reasons for spoiling vote



Q. 56 For what reasons did you spoil your vote?  
Base: All who spoiled their vote : 127

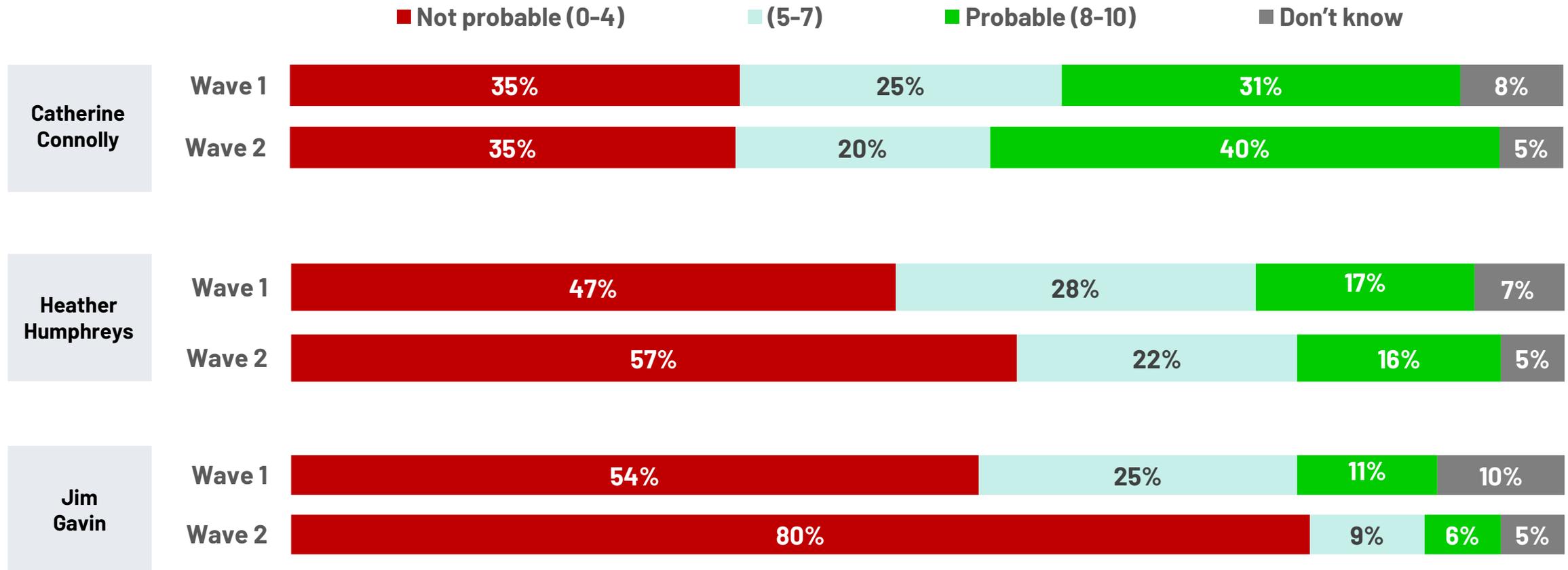
# Positioning of Candidates on Left-Right Spectrum



Q.2 In politics, people sometimes talk of the left and the right. Where would you place each of the candidates in the presidential election on a scale from '0' to '10' where '0' means the left and '10' means the right?

Base: All Respondents: 1,583-1,312

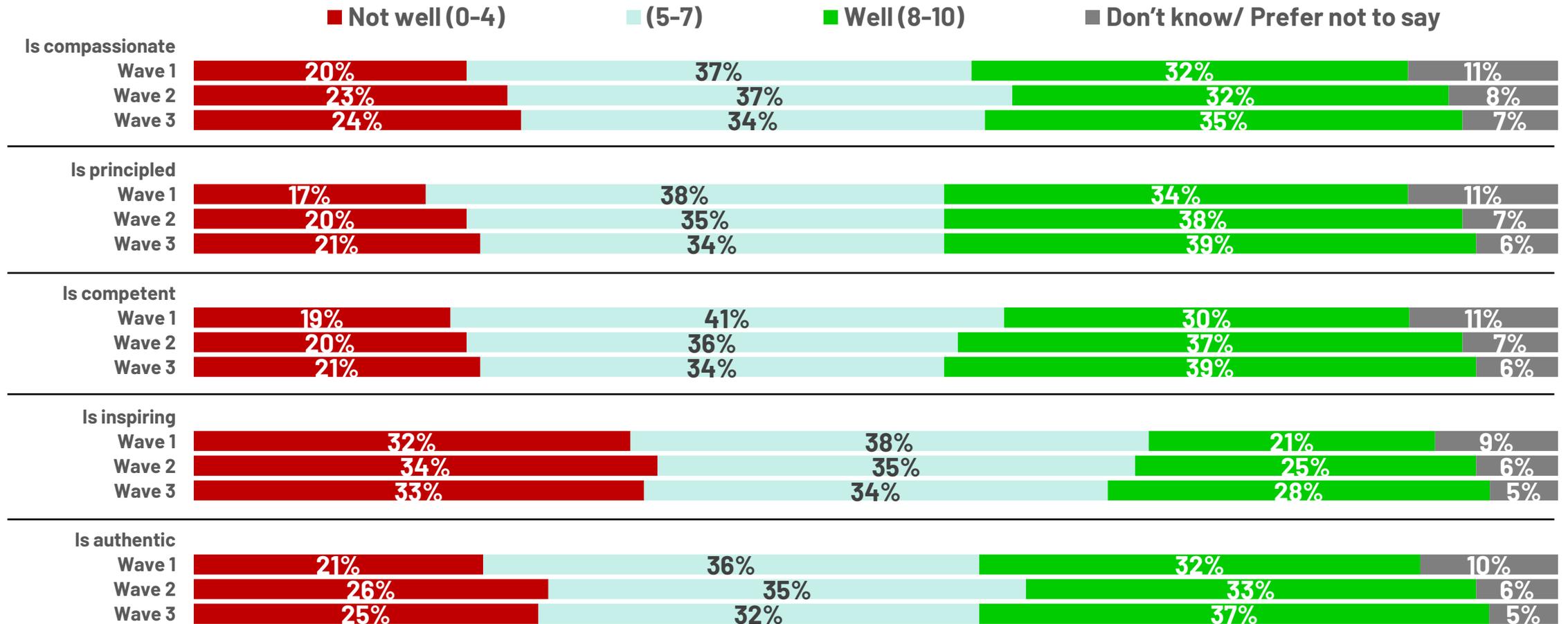
# Probability of voting for each of the candidates



Q.3 There are a number of candidates running to become the next President of Ireland. On a scale of 0 to 10, where '0' means 'not at all probable' and '10' means 'very probable', how probable is it that you would vote for each of the following candidates?

Base: All Respondents: 1,312

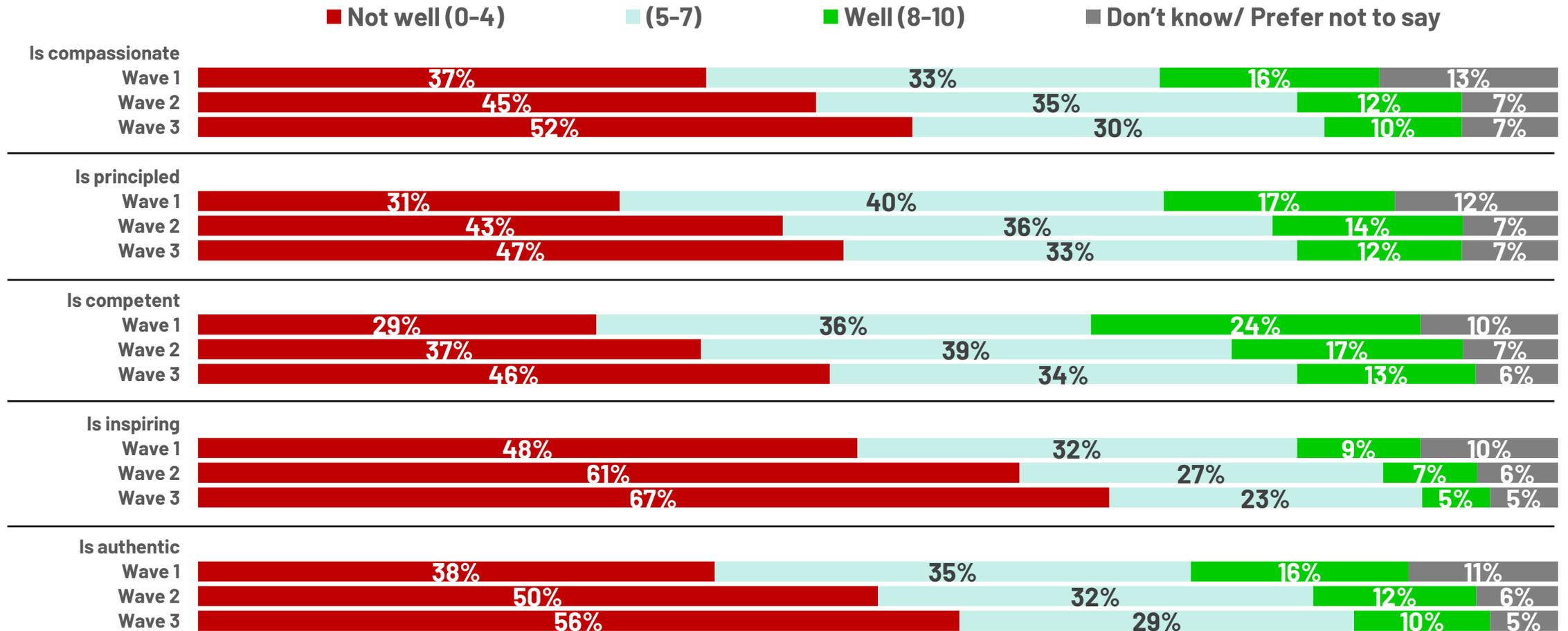
# Characteristics of candidates – Catherine Connolly



Q.5 For each of the following candidates, on a scale of 0 (not at all) to 10 (very well), how well do these characteristics describe them?

Base: All Respondents: 1,583- 1,312 1% or less not labelled

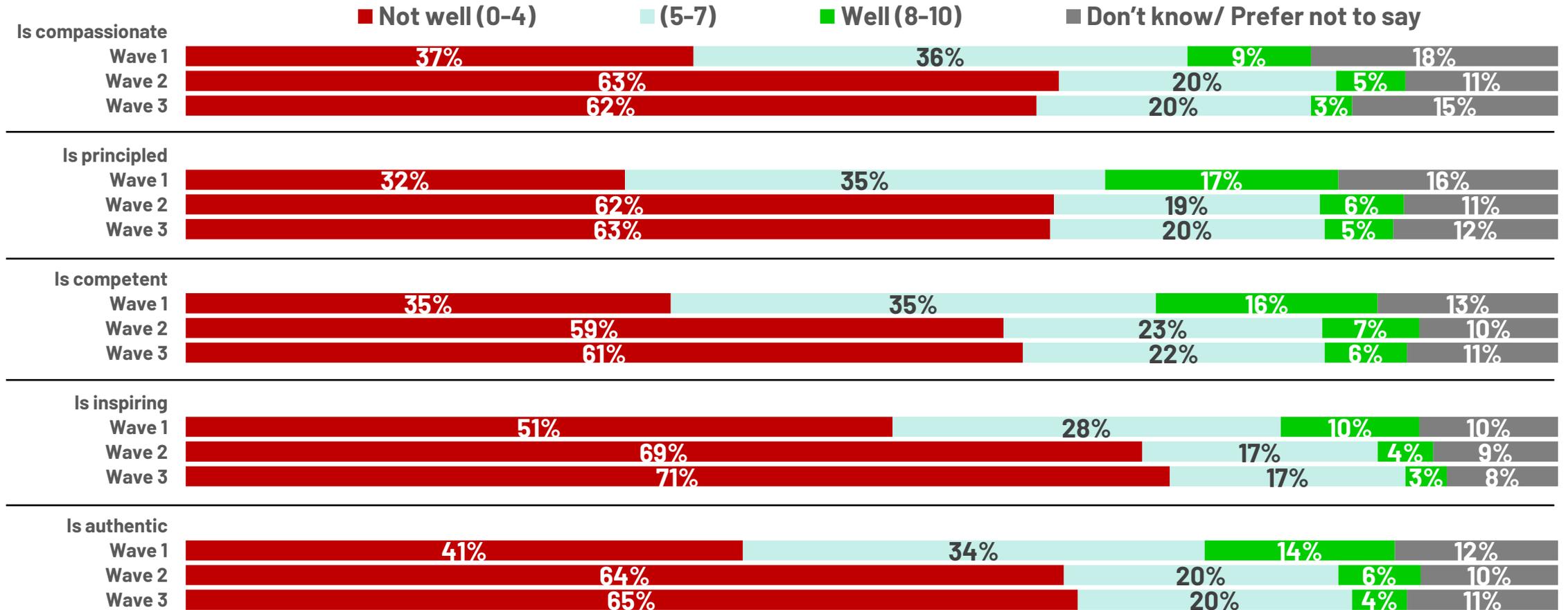
# Characteristics of candidates – Heather Humphreys



Q.5 For each of the following candidates, on a scale of 0 (not at all) to 10 (very well), how well do these characteristics describe them?

Base: All Respondents: 1,583- 1,312 1% or less not labelled

# Characteristics of candidates – Jim Gavin



Q.5 For each of the following candidates, on a scale of 0 (not at all) to 10 (very well), how well do these characteristics describe them?

Base: All Respondents: 1,583- 1,312 1% or less not labelled

# Factors that influenced voters' decision - Catherine Connolly

	Did not affect at all	Affected very much	Don't know	Prefer not to say
	%	%	%	%
<b>Her personality</b>	16	74	10	1
<b>Her performance in election debates</b>	18	72	8	1
<b>Her political experience</b>	21	68	10	1
<b>Her knowledge of the constitution</b>	19	66	14	1
<b>Her being an independent candidate</b>	28	64	7	1
<b>Her views on domestic policy</b>	20	62	17	1
<b>Her views on foreign policy</b>	27	55	16	2
<b>Her ability to build relations in Northern Ireland</b>	37	44	17	2
<b>Her achievements in the community or sporting world</b>	47	34	18	1
<b>Her past political controversies</b>	62	21	15	2

Q.60 Thinking about your reasons to vote for Catherine Connolly, to what extent, if at all, did the following factors influenced your decision?

Base: All those who voted for Catherine Connolly: 661

# Factors that influenced voters' decision - Heather Humphreys

	Did not affect at all	Affected very much	Don't know	Prefer not to say
	%	%	%	%
<b>Her political experience</b>	21	74	4	1
<b>Her ability to build relations in Northern Ireland</b>	34	57	9	-
<b>Her views on foreign policy</b>	32	57	12	-
<b>Her views on domestic policy</b>	35	53	11	-
<b>Her knowledge of the constitution</b>	39	50	12	-
<b>Her personality</b>	45	47	7	1
<b>Her political party</b>	46	45	6	2
<b>Her achievements in the community or sporting world</b>	60	30	9	1
<b>Her performance in election debates</b>	54	28	15	3
<b>Her past political controversies</b>	71	16	12	1

Q.61 Thinking about your reasons to vote for Heather Humphreys, to what extent, if at all, did the following factors influenced your decision?

Base: All those who voted for Heather Humphreys: 278

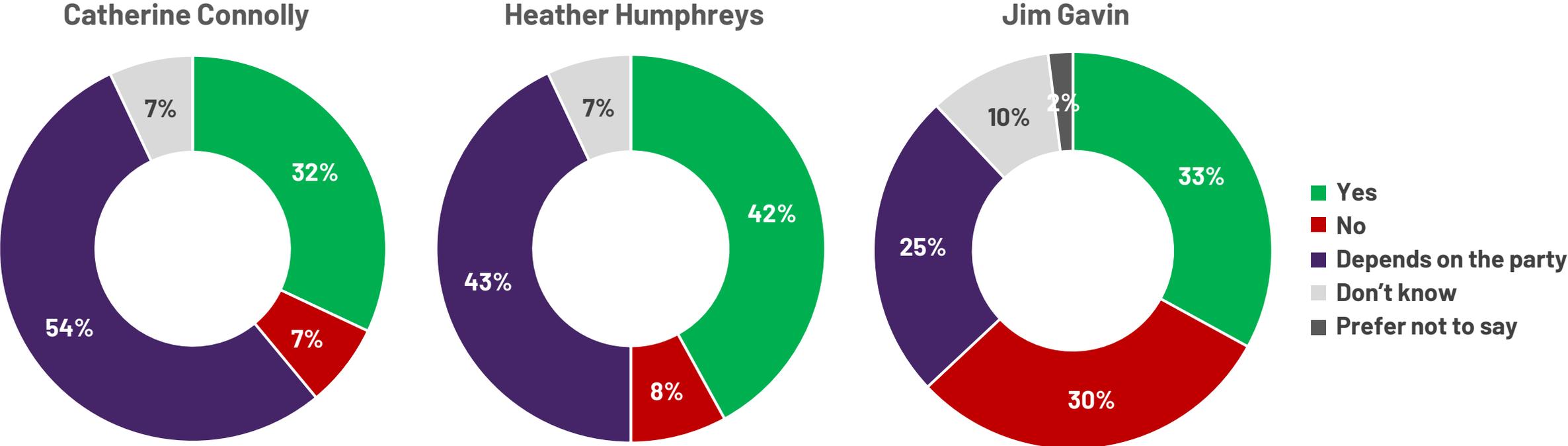
# Factors that influenced voters' decision - Jim Gavin

	Did not affect at all	Affected very much	Don't know	Prefer not to say
	%	%	%	%
<b>His achievements in the community or sporting world</b>	47	39	10	3
<b>His political party</b>	49	33	12	5
<b>His personality</b>	52	33	12	2
<b>His views on foreign policy</b>	59	26	13	2
<b>His views on domestic policy</b>	56	26	14	3
<b>His performance in election debates</b>	59	24	11	5
<b>His knowledge of the constitution</b>	60	22	16	2
<b>His past political controversies</b>	69	16	9	6
<b>His ability to build relations in Northern Ireland</b>	64	14	18	3
<b>His political experience</b>	71	10	16	2

Q.62 Thinking about your reasons to vote for Jim Gavin, to what extent, if at all, did the following factors influenced your decision?

Base: All those who voted for Jim Gavin: 79\* *Caution low base size, less than 100*

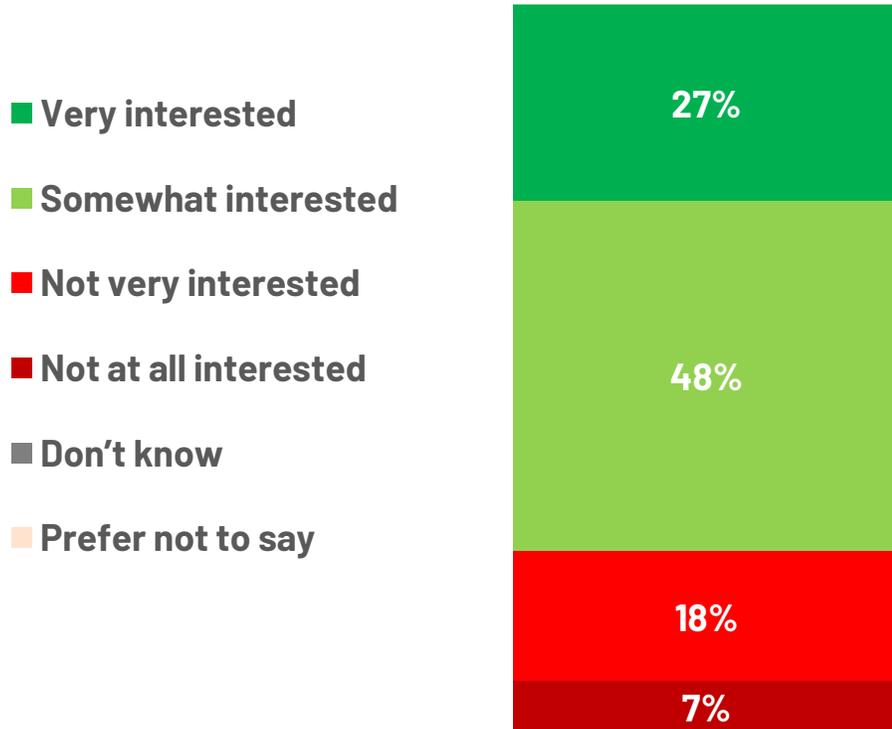
# If each candidate had run for a (different) political party would you still have given first preference to them?



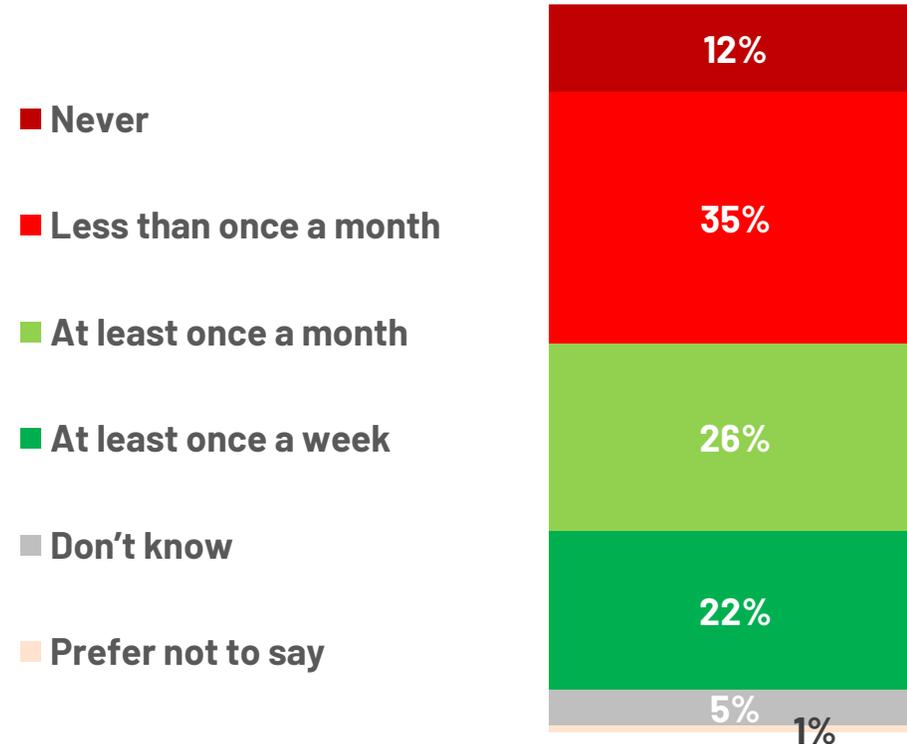
Q.64/65/66 If Catherine Connolly/Heather Humphreys/Jim Gavin had been running for a political party, would you still have given a first preference to her?  
 Base: All those who voted for Catherine Connolly: 661\*; Heather Humphreys 276\*; Jim Gavin 79\* - \* Caution low base size, less than 100

# Level of interest in politics/frequency of discussing politics with others

Level of Interest



Frequency of discussing politics



Q.15 How interested would you say you are in politics?

Q.16 How often do you discuss politics with people who disagree with you on political matters?

Base: All Respondents: 1,312 \*Caution low base size, less than 100

# Level of interest in politics

How interested would you say you are in politics?

	Total	Gender		Age					Region				Education			Health issue/ disability that affects day- to-day activities	
		Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non- degree	Degree or Higher	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very interested	27	35	19	27	25	20	30	35	25	30	27	26	28	23	30	33	26
Somewhat interested	48	47	49	41	44	52	48	50	51	46	49	46	46	47	53	40	50
Not very interested	18	14	21	26	22	19	15	11	18	16	18	18	18	20	14	17	18
Not at all interested	7	4	10	6	9	9	7	3	6	7	6	11	7	10	4	10	6
Don't know	0	0	0	-	-	0	0	-	-	0	0	-	0	-	0	-	0
Prefer not to say	0	-	0	-	-	-	0	-	-	0	-	-	-	-	0	0	-

Q.15 How interested would you say you are in politics?

Base: All Respondents: 1,312 \*Caution low base size, less than 100

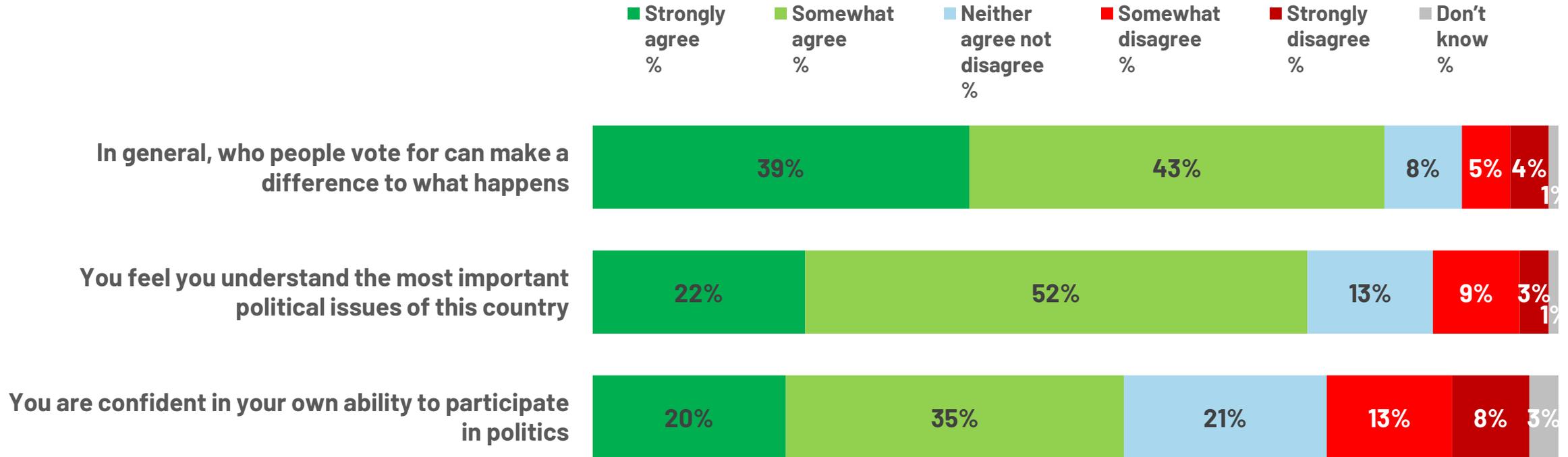
# Frequency of discussing politics with others

	Total	Gender		Age					Region				Education			Health issue/ disability that affects day- to-day activities	
		Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non- degree	Degree or Higher	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Never	12	10	15	13	12	13	12	13	11	14	13	12	14	14	9	15	12
Less than once a month	35	32	37	36	37	33	32	36	38	32	34	35	38	31	35	28	36
At least once a month	26	28	23	33	21	23	27	27	23	25	27	27	25	24	28	24	26
At least once a week	22	25	19	13	25	25	24	19	24	21	21	21	19	22	24	23	21
Don't know	5	4	5	3	3	6	5	5	3	5	4	6	4	6	4	7	4
Prefer not to say	1	2	-	3	-	1	1	1	1	2	1	-	-	2	1	3	1

Q.16 How often do you discuss politics with people who disagree with you on political matters?

Base: All Respondents: 1,312 \*Caution low base size, less than 100

# Participation in politics



Q.17 Please indicate to what extent you agree or disagree with each of the following statements:  
 Base: All Respondents: 1,312 1% or less not labelled

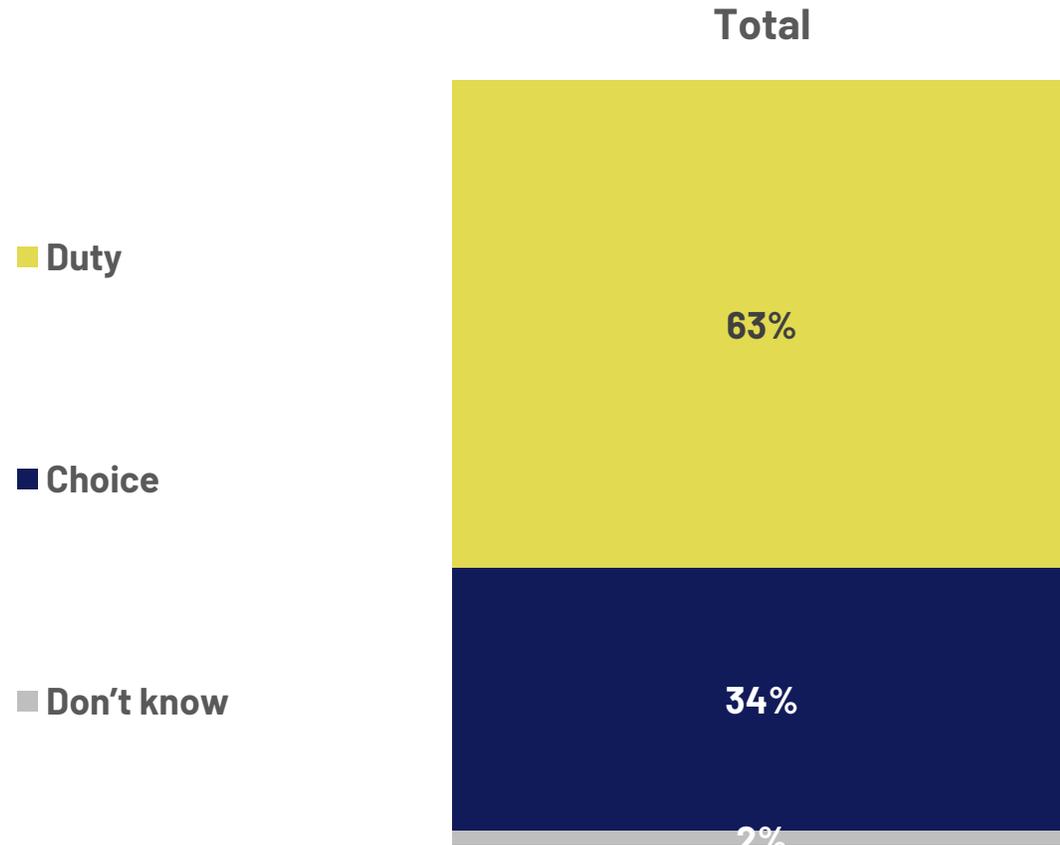
# Participation in politics

	Total	Gender		Age					Region				Education			Health issue/ disability that affects day- to-day activities	
		Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non- degree	Degree or Higher	Yes	No
<b>NET AGREE</b>	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
In general, who people vote for can make a difference to what happens	83	82	83	91	82	77	81	87	84	85	82	78	81	84	84	81	84
You feel you understand the most important political issues of this country	74	79	68	61	72	70	77	84	73	75	77	69	71	68	82	68	76
You are confident in your own ability to participate in politics	55	61	49	52	61	55	54	53	57	54	55	52	49	51	66	52	55

Q.17 Please indicate to what extent you agree or disagree with each of the following statements:

Base: All Respondents: 1,312 \*Caution low base size, less than 100

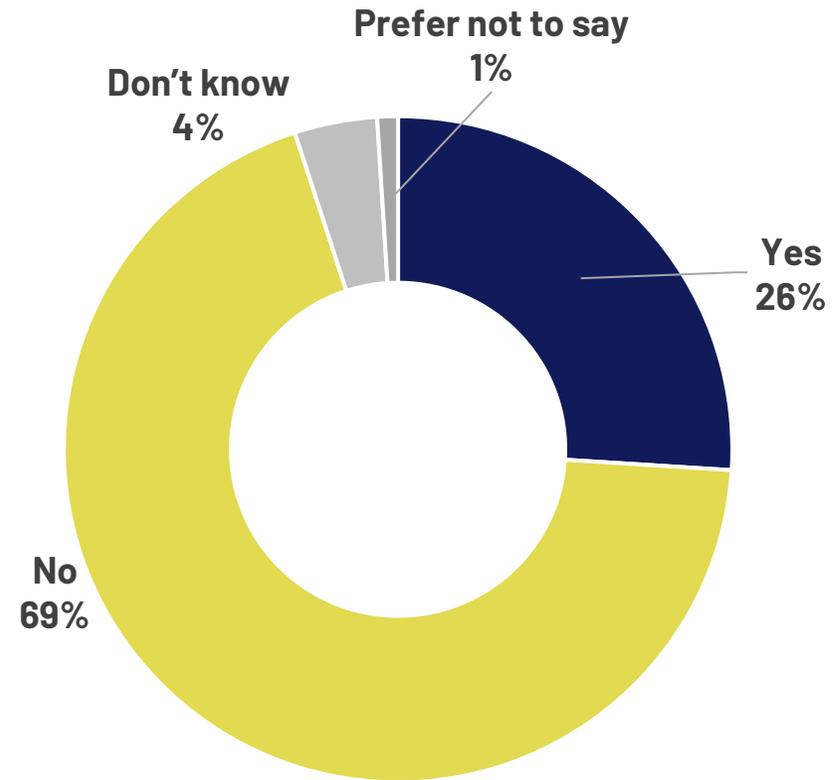
# Voting: Duty or choice?



Q.18 Different people feel differently about voting. For some, voting is a DUTY. They feel that they should vote in every election, however they feel about the candidates and parties. For others, voting is a CHOICE. They feel free to vote or not to vote in an election depending on how they feel about the candidates and parties. For you personally, is voting a duty or a choice?

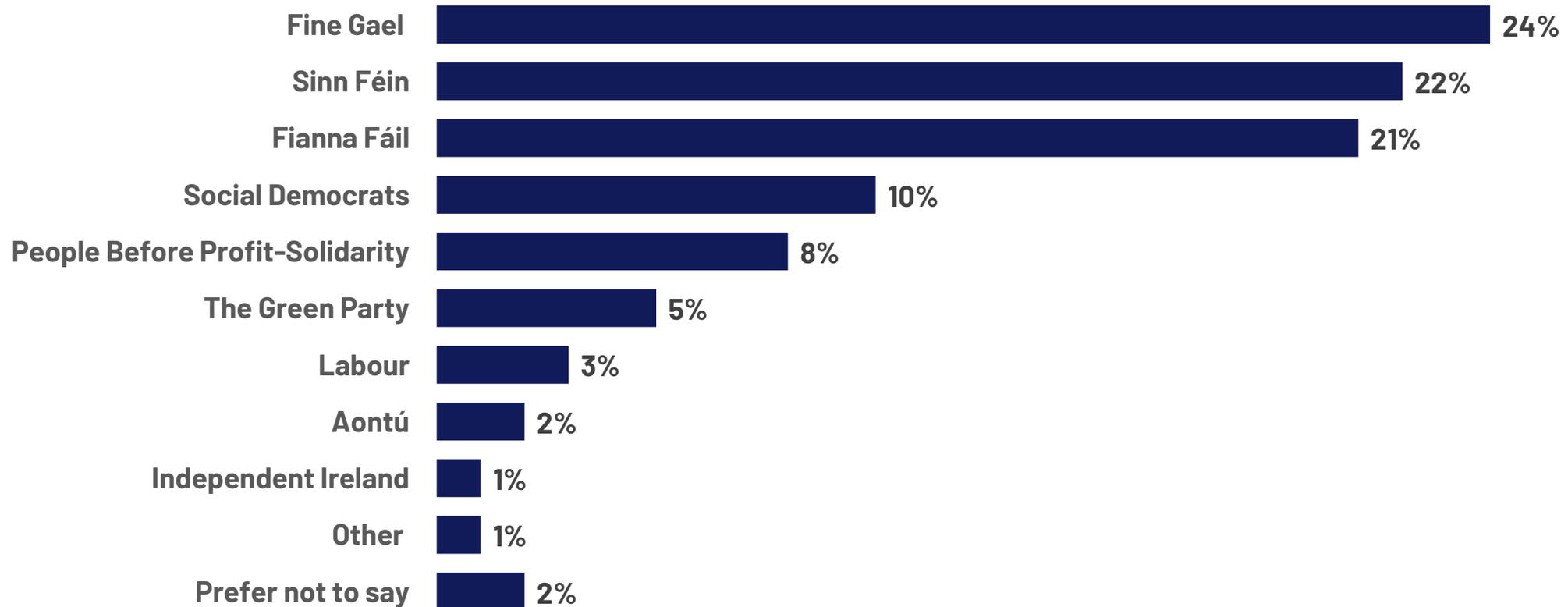
Base: All Respondents: 1,312, 1% or less not labelled

# Closeness to any political party



Q.13 Do you usually think of yourself as close to any particular party?  
Base: All Respondents: 1,312

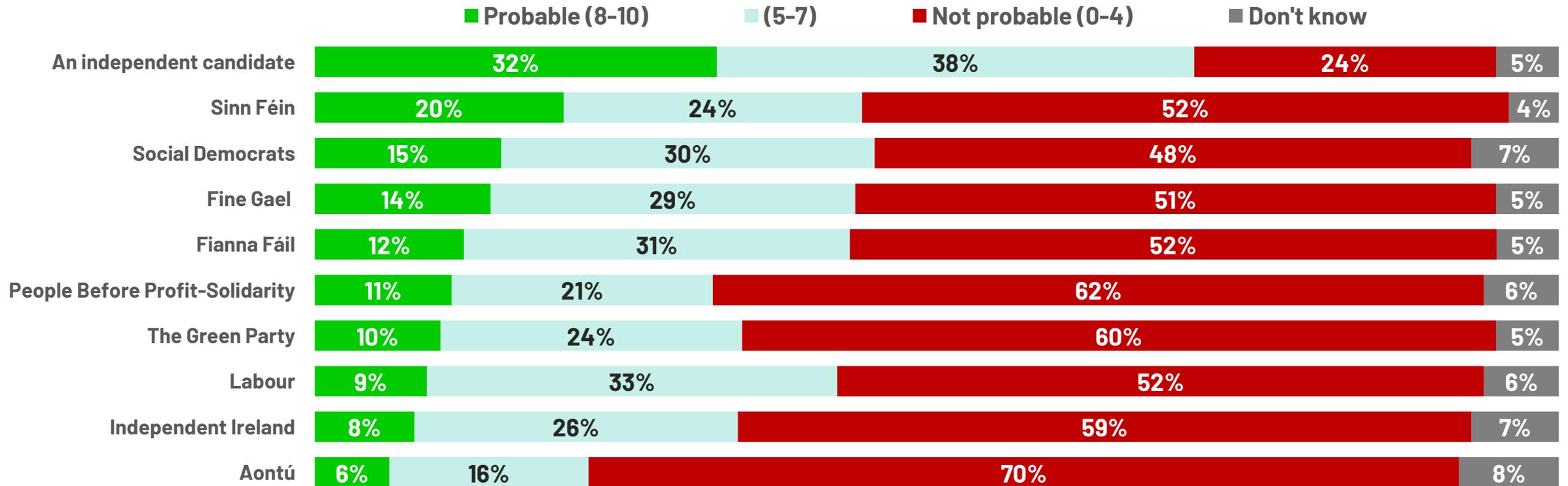
# Party feel closest to (Those who feel close to a party)



Q.14 Which party do you feel closest to?

Base: All who think of themselves as close to a particular party: 322

# Likelihood of voting for parties in future

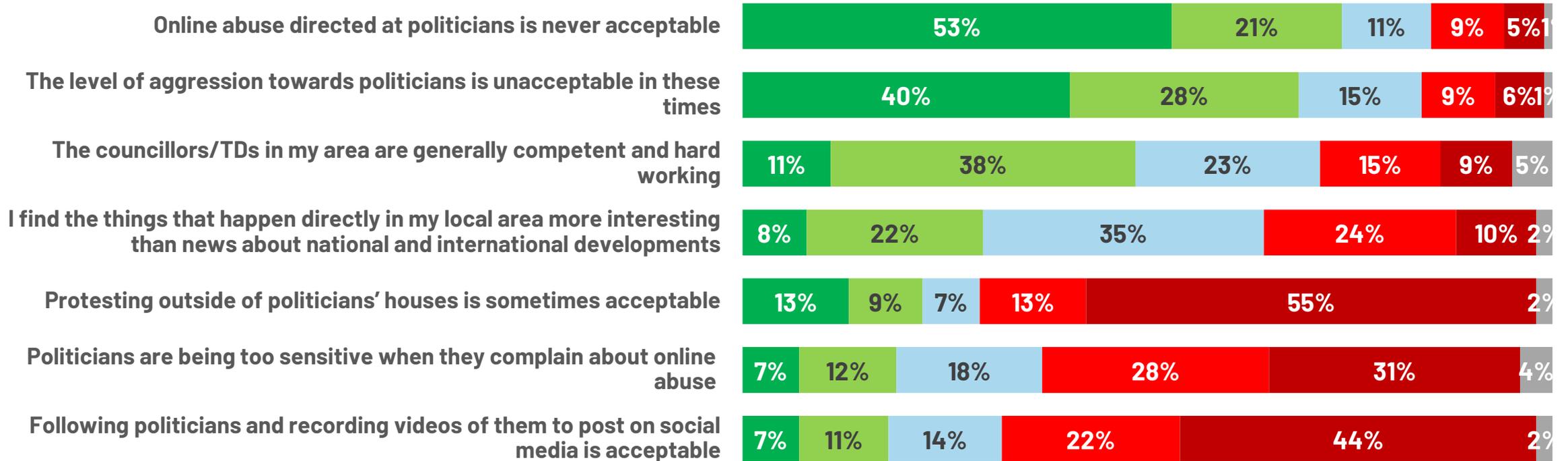


Q.33 Thinking beyond the presidential election, we have a number of parties in Ireland each of which would like to get your vote at some point in the future. How probable is it that you would ever vote for each of the following parties? Please answer on a scale where 0 means "not at all probable" and 10 means "very probable".

Base: All Respondents: 1,312

# Attitudes to politicians

■ Strongly agree (1)  
 ■ Somewhat agree (2)  
 ■ Neither agree not disagree (3)  
 ■ Somewhat disagree (4)  
 ■ Strongly disagree (5)  
 ■ Don't know

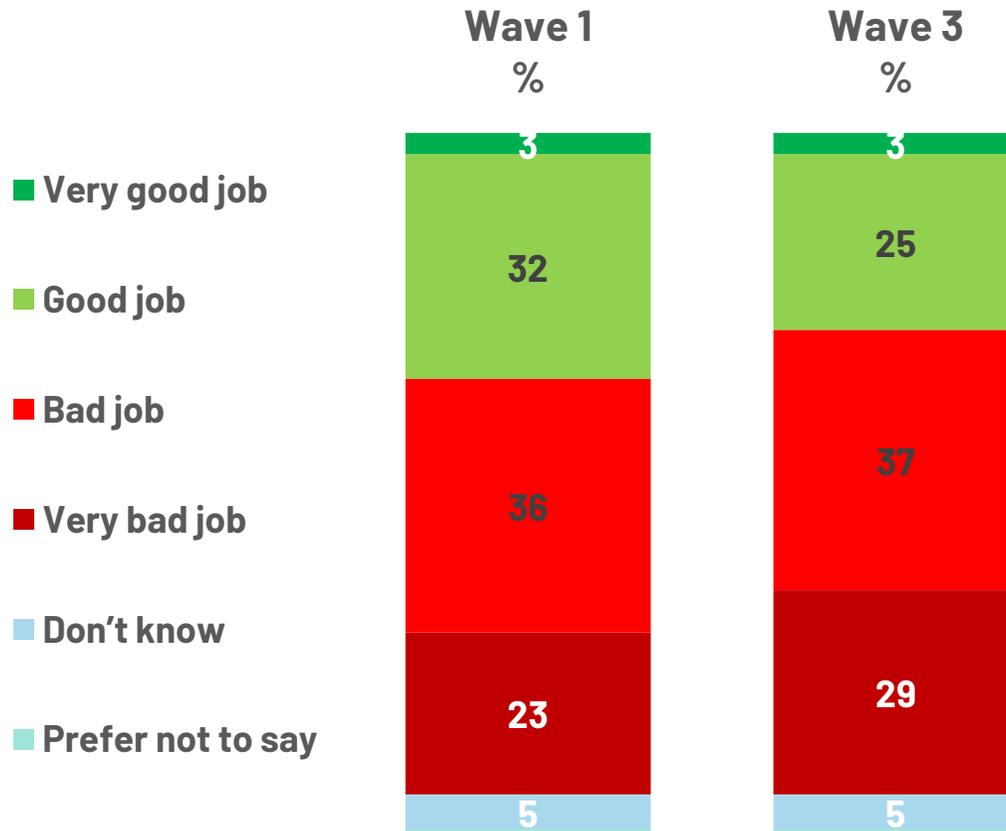


Q.77 Thinking now about politics in Ireland. Do you agree or disagree with the following statements? Please give your answer on a scale of 1-5, where 1 is strongly agree, and 5 is strongly disagree.

Base: All Respondents: 1,583

# Government performance

Now thinking about the performance of the Irish government in general, how good or bad a job do you think the government has done since the election in 2024?



Q.8 Now thinking about the performance of the Irish government in general, how good or bad a job do you think the government has done since the election in 2024?

Base: All Respondents: 1,583-1,312 1% or less not labelled.



# ELECTION STUDY DATA: THE MEDIA

# 07

# Usage of media to inform political opinion

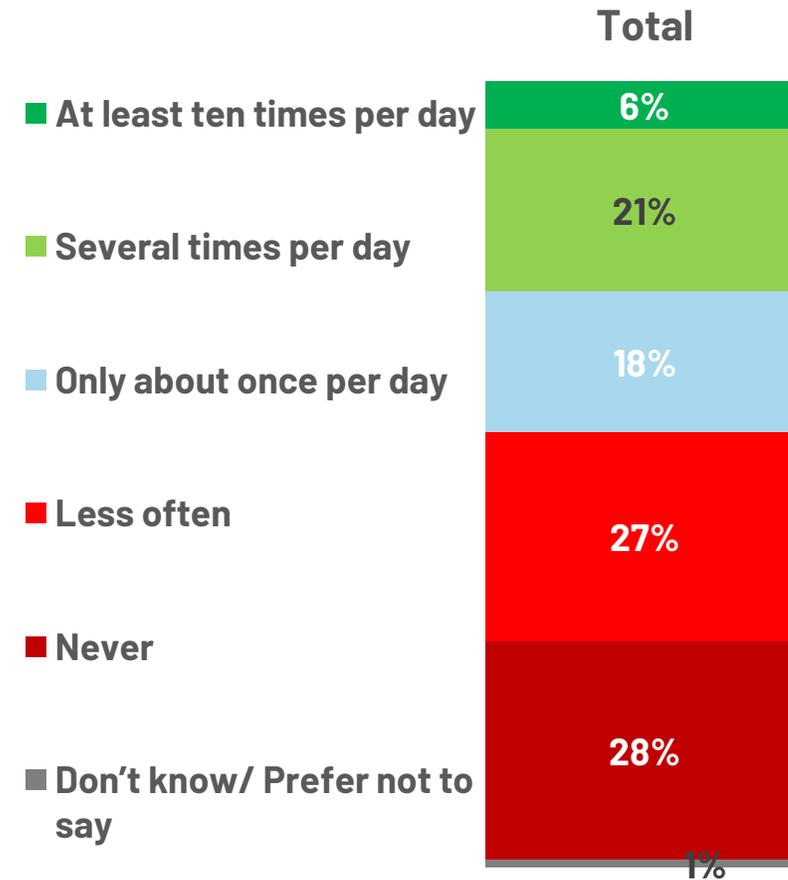
	Never	Seldom	Sometimes	Often	Don't know
	%	%	%	%	%
<b>Messaging apps (WhatsApp, Telegram, Snapchat)</b>	58	21	13	6	2
<b>Social media (e.g. Facebook, X, Reddit, TikTok, Instagram)</b>	33	20	27	18	2
<b>National Newspapers (incl. websites of newspapers e.g. The Irish Times, Irish Independent, Irish Examiner)</b>	16	16	38	29	1
<b>Information directly from political party/candidates (e.g. leaflet, website)</b>	16	24	41	18	2
<b>Local / regional media (e.g. local radio or newspapers)</b>	14	21	42	21	1
<b>RTÉ / Other national broadcasters (including their websites)</b>	11	12	36	40	1

Q.19 How often, if at all, do you use the following sources of information to form an opinion before voting?

Base: All Respondents: 1,312



# Social media usage



Q.20 And how often during a typical day recently did you use social media such as Facebook, X, Reddit, Instagram or TikTok to follow news about parties, candidates and election issues?

Base: All Respondents: 1,312. 1% or less not labelled

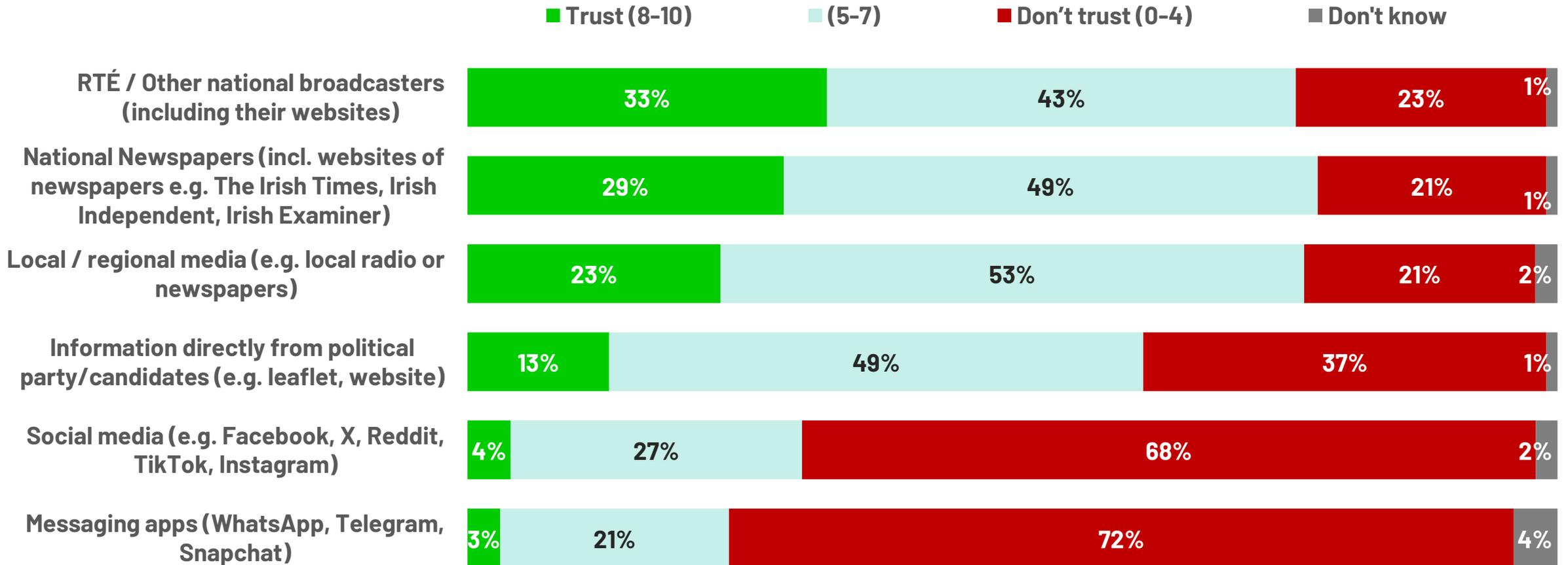
# Social media usage

	Total	Gender		Age					Region				Education			Health issue/ disability that affects day- to-day activities	
		Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non- degree	Degree or Higher	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
At least ten times per day	6	7	5	9	10	6	5	3	7	5	9	3	8	4	7	6	6
Several times per day	21	22	20	16	28	28	20	9	18	25	18	21	16	21	25	21	20
Only about once per day	18	17	18	21	18	21	18	10	19	17	17	17	17	17	19	23	16
Less often	27	23	30	40	28	24	29	20	24	26	27	32	25	27	28	25	27
Never	28	30	25	12	14	20	28	58	30	26	29	25	32	30	20	23	30
Don't know	1	1	1	1	3	1	1	-	1	2	-	1	2	1	1	2	1
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Q.20 And how often during a typical day recently did you use social media such as Facebook, X, Reddit, Instagram or TikTok to follow news about parties, candidates and election issues?

Base: All Respondents: 1,312 \*Caution low base size, less than 100

# Trust in media



Q.21 On a scale of 0 to 10, where '0' means 'do not trust at all' and '10' means 'trust completely'. To what extent, if at all, do you trust the following sources of information to form an opinion before voting?

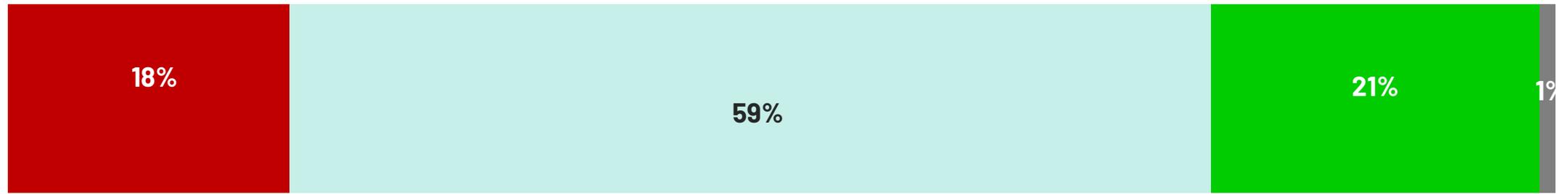
Base: All Respondents: 1,312, 1% or less not labelled

# ELECTION STUDY DATA: ECONOMY & SOCIETY

# 8

# Happiness ladder

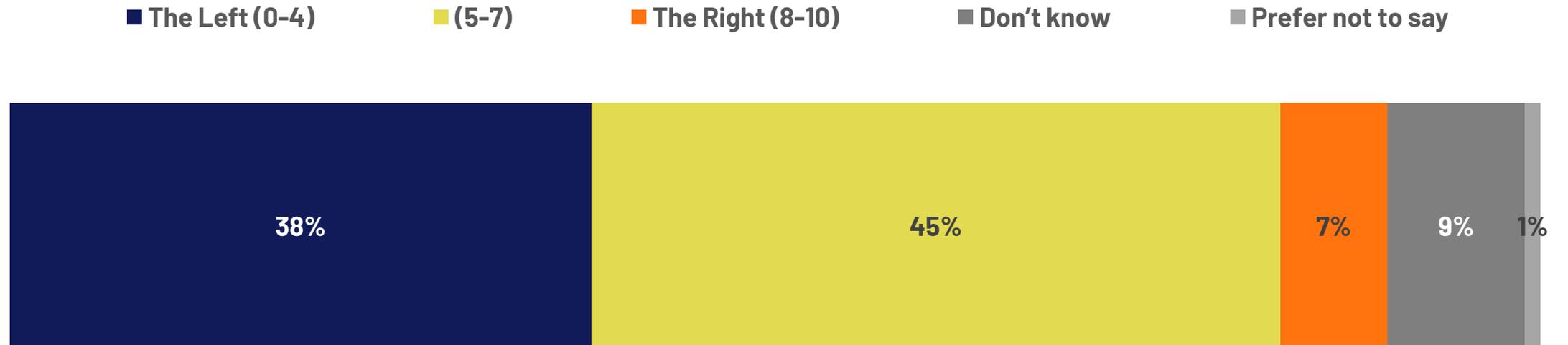
■ Not happy (0-4) ■ (5-7) ■ Happy (8-10) ■ Don't know



Q.23 Please imagine a ladder with steps numbered from zero at the bottom to ten at the top. Suppose we say that the top of the ladder represents the best possible life for you, and the bottom of the ladder represents the worst possible life for you. If the top step is 10 and the bottom step is 0, on which step of the ladder do you feel you personally stand at the present time?

Base: All Respondents: 1,312

# Positioning on left-right spectrum



Q.24 In politics people sometimes talk of the left and the right. Where would you place yourself on a scale from '0' to '10' where '0' means the left and '10' means the right?  
Base: All Respondents: 1,312

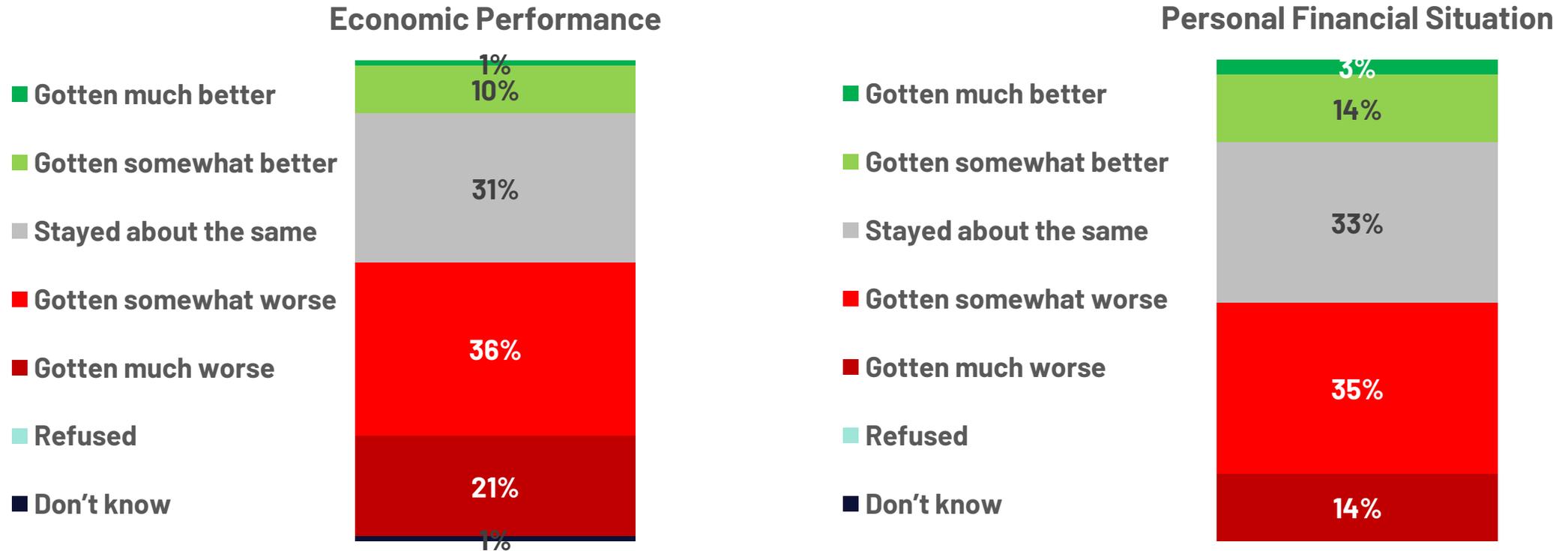
# Views on abortion



Q.25 On a scale of 0 to 10 where '0' means you 'strongly believe there should be a total ban on abortion', and '10' means that you 'strongly believe that abortion should be freely available in Ireland to any woman who wants to have one', where would you place your view?

Base: All Respondents: 1,312

# Economic performance/Personal financial situation



Q.34 Would you say that over the past 12 months, the state of the economy in Ireland has gotten much better, gotten somewhat better, stayed about the same, gotten somewhat worse, or gotten much worse?

Base: All Respondents: 1,312. 1% or less not labelled

Q.35 And if you compare your financial situation with what it was 12 months ago, has it improved, stayed the same or has it gotten worse?

Base: All Respondents: 1,312, 1% or less not labelled

# Economic performance

Would you say that over the past 12 months, the state of the economy in Ireland has gotten much better, gotten somewhat better, stayed about the same, gotten somewhat worse, or gotten much worse?

	Total	Gender		Age					Region				Education			Health issue/ disability that affects day- to-day activities	
		Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non- degree	Degree or Higher	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>NET Better</b>	<b>11</b>	<b>15</b>	<b>6</b>	<b>13</b>	<b>10</b>	<b>9</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>7</b>	<b>11</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>11</b>
<b>NET Worse</b>	<b>57</b>	<b>48</b>	<b>66</b>	<b>45</b>	<b>65</b>	<b>62</b>	<b>56</b>	<b>51</b>	<b>51</b>	<b>60</b>	<b>57</b>	<b>61</b>	<b>57</b>	<b>58</b>	<b>55</b>	<b>65</b>	<b>55</b>
Gotten much better	1	1	1	1	1	1	-	2	1	1	-	1	1	-	1	-	1
Gotten somewhat better	10	14	5	12	9	8	10	10	11	10	10	7	10	9	9	8	10
Stayed about the same	31	35	26	39	24	28	32	35	35	28	30	29	28	31	34	24	32
Gotten somewhat worse	36	33	39	35	38	36	35	34	36	38	35	34	35	34	38	36	36
Gotten much worse	21	16	27	10	27	26	21	16	16	22	22	27	23	24	17	29	19
Refused	-	-	1	-	1	-	-	1	-	-	-	2	1	1	-	-	-
Don't know	1	1	1	3	1	1	1	1	1	1	2	-	3	-	1	2	1
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Q.34 Would you say that over the past 12 months, the state of the economy in Ireland has gotten much better, gotten somewhat better, stayed about the same, gotten somewhat worse, or gotten much worse?

Base: All Respondents: 1,312. \* Caution low base size, less than 100

# Personal financial situation

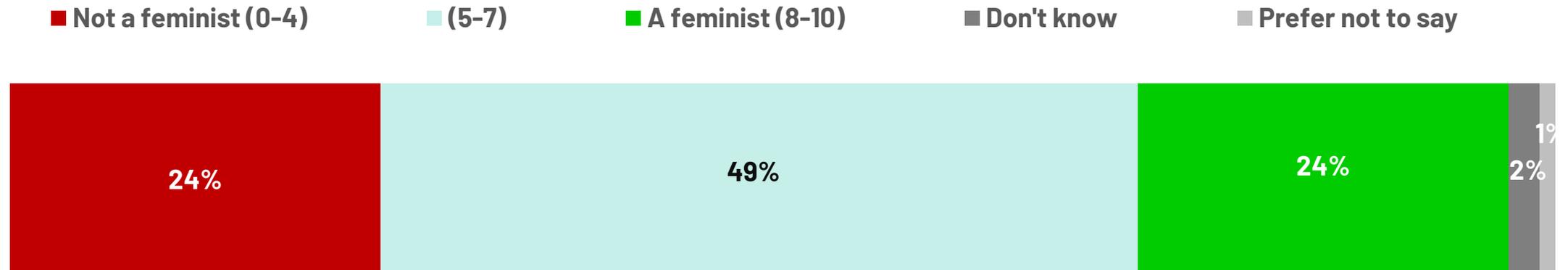
And if you compare your financial situation with what it was 12 months ago, has it improved, stayed the same or has it gotten worse?

	Total	Gender		Age					Region				Education			Health issue/ disability that affects day- to-day activities	
		Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non- degree	Degree or Higher	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>NET Better</b>	<b>17</b>	<b>20</b>	<b>13</b>	<b>25</b>	<b>23</b>	<b>17</b>	<b>11</b>	<b>16</b>	<b>26</b>	<b>14</b>	<b>14</b>	<b>12</b>	<b>14</b>	<b>15</b>	<b>22</b>	<b>15</b>	<b>18</b>
<b>NET Worse</b>	<b>49</b>	<b>42</b>	<b>56</b>	<b>32</b>	<b>42</b>	<b>56</b>	<b>55</b>	<b>46</b>	<b>40</b>	<b>51</b>	<b>52</b>	<b>56</b>	<b>50</b>	<b>54</b>	<b>42</b>	<b>57</b>	<b>46</b>
Gotten much better	3	3	4	2	5	5	2	3	4	4	3	3	3	2	5	3	3
Gotten somewhat better	14	18	9	22	18	12	9	13	21	10	11	10	11	13	17	12	14
Stayed about the same	33	37	29	43	34	27	32	37	34	35	32	30	34	30	35	26	35
Gotten somewhat worse	35	32	38	23	29	40	38	35	30	36	37	37	36	38	30	34	34
Gotten much worse	14	10	18	9	13	16	17	11	9	15	15	18	14	15	12	23	12
Refused	-	-	1	-	-	-	-	1	-	-	-	2	-	1	-	-	-
Don't know	-	-	1	-	1	-	1	-	-	-	1	-	1	-	-	1	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-

Q.35 And if you compare your financial situation with what it was 12 months ago, has it improved, stayed the same or has it gotten worse?

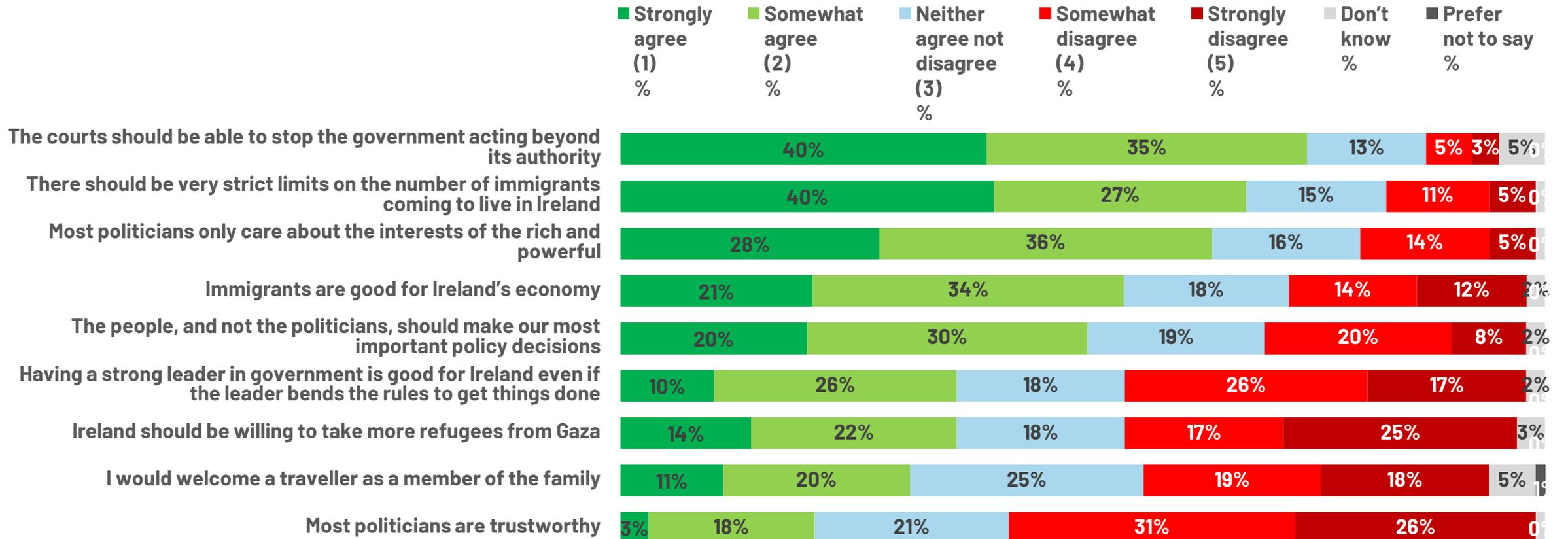
Base: All Respondents: 1,312 \* Caution low base size, less than 100

# Position on feminism



Q.41 On a scale of 0 to 10 where 0 means "Not at all a Feminist" and 10 means "Strong Feminist", where would you place yourself?  
Base: All Respondents: 1,312

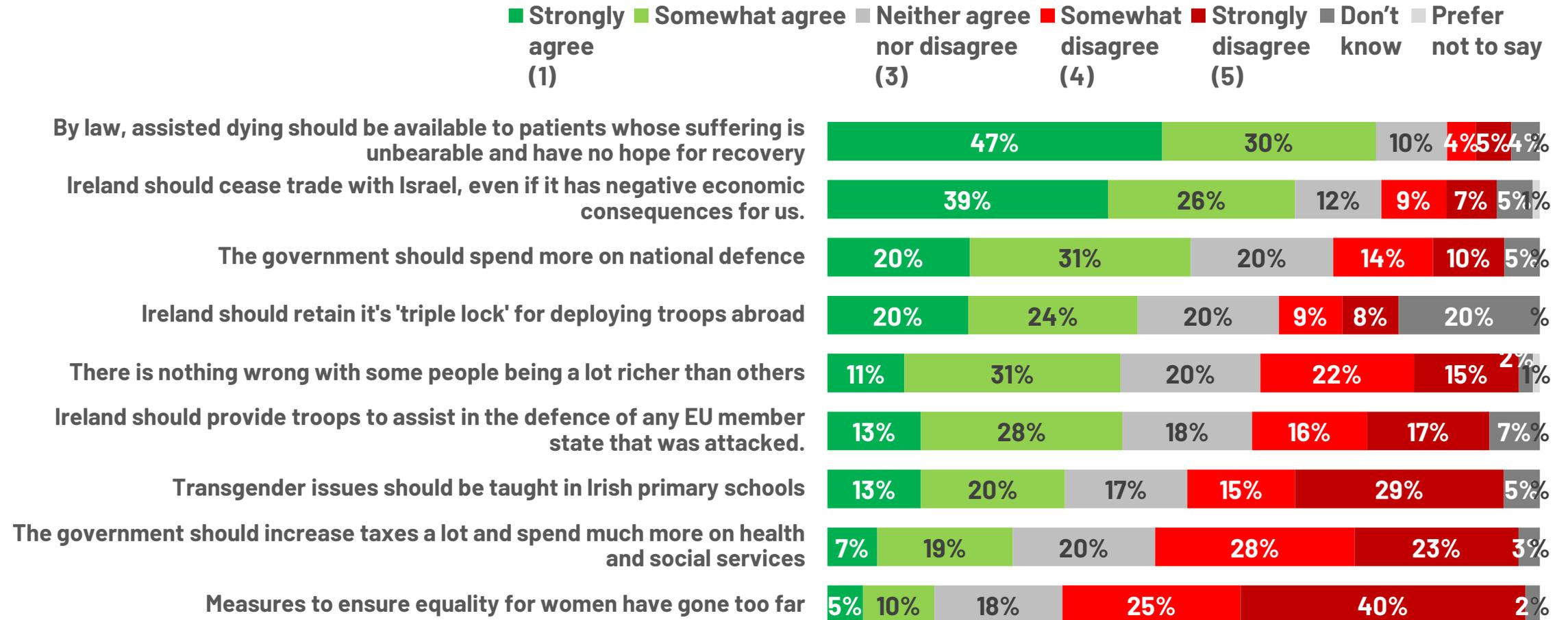
# Societal attitudes



Q.36 Looking at the below statements which have been made by others. Do you agree or disagree with each? Please give your answer on a scale of 1-5, where 1 is strongly agree, and 5 is strongly disagree.

Base: All Respondents: 1,312 1% or less not labelled

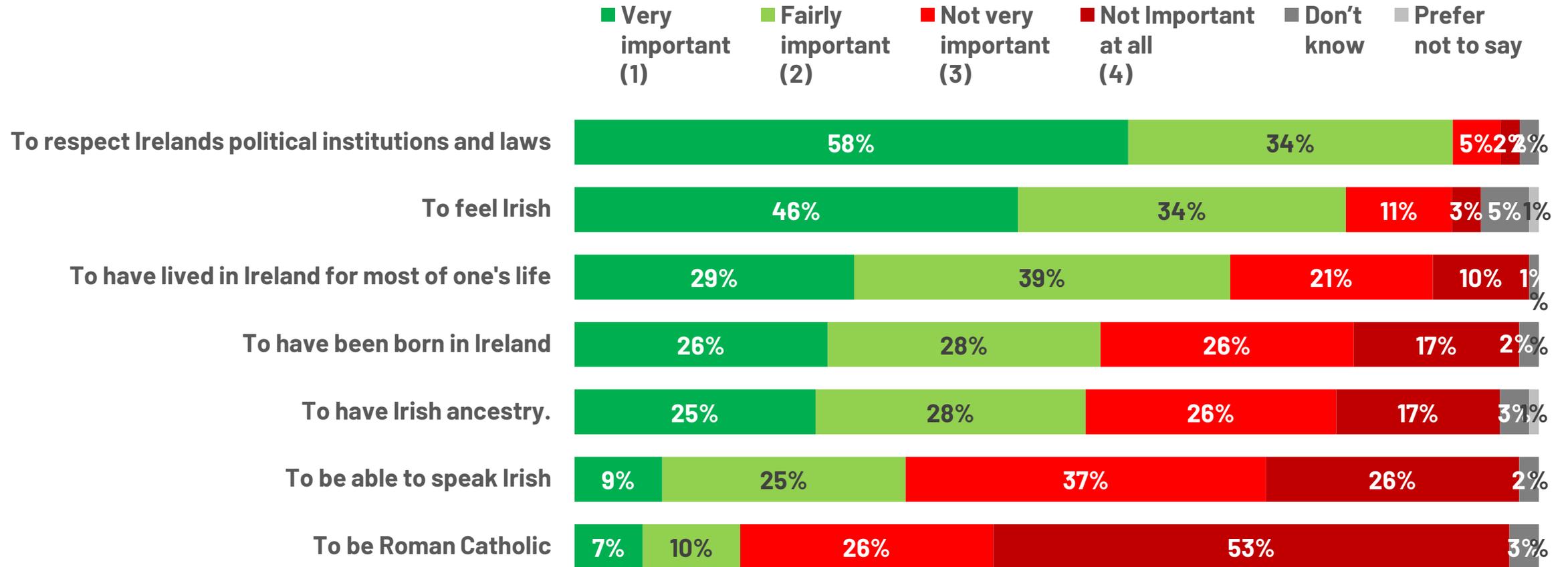
# Societal attitudes



Q.69 Thinking now about various issues facing Ireland today. Do you agree or disagree with the following statements. Please give your answer on a scale of 1-5, where 1 is strongly agree, and 5 is strongly disagree.

Base: All Respondents: 1,583, 1% or less not labelled

# Characteristics of Irish people

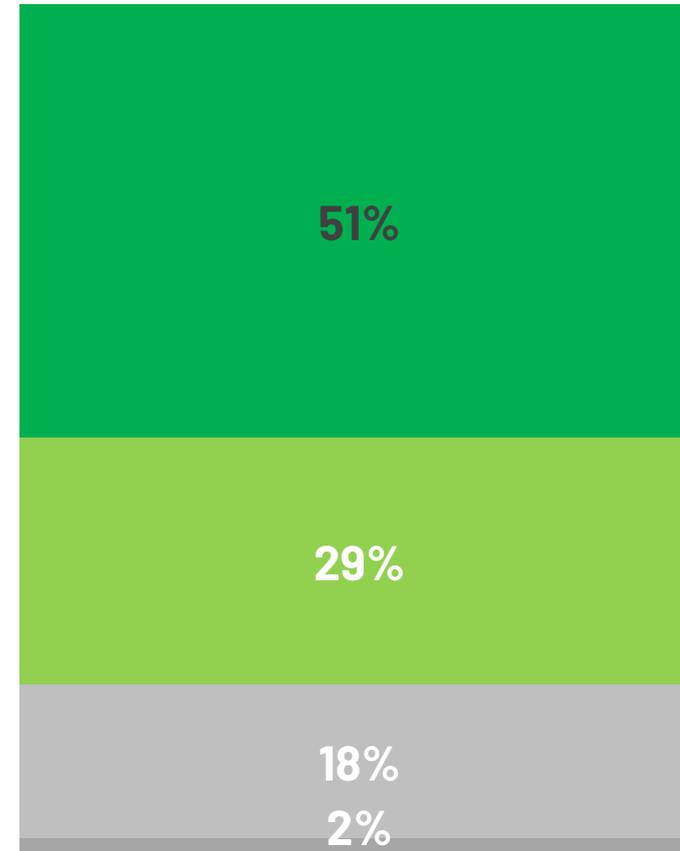


Q.78 Some people say that the following things are important for being truly Irish. Other says they are not important. How important do you think each of the following is... very important, fairly important, not very important, or not important at all?

Base: All Respondents: 1,583 1% or less not labelled

# Future of Northern Ireland

- Northern Ireland should unify with the Republic of Ireland
- Northern Ireland should remain in the UK
- Don't know
- Prefer not to say



Q.70 In terms of the long-term future of Northern Ireland, which would you prefer?  
Base: All Respondents: 1,583

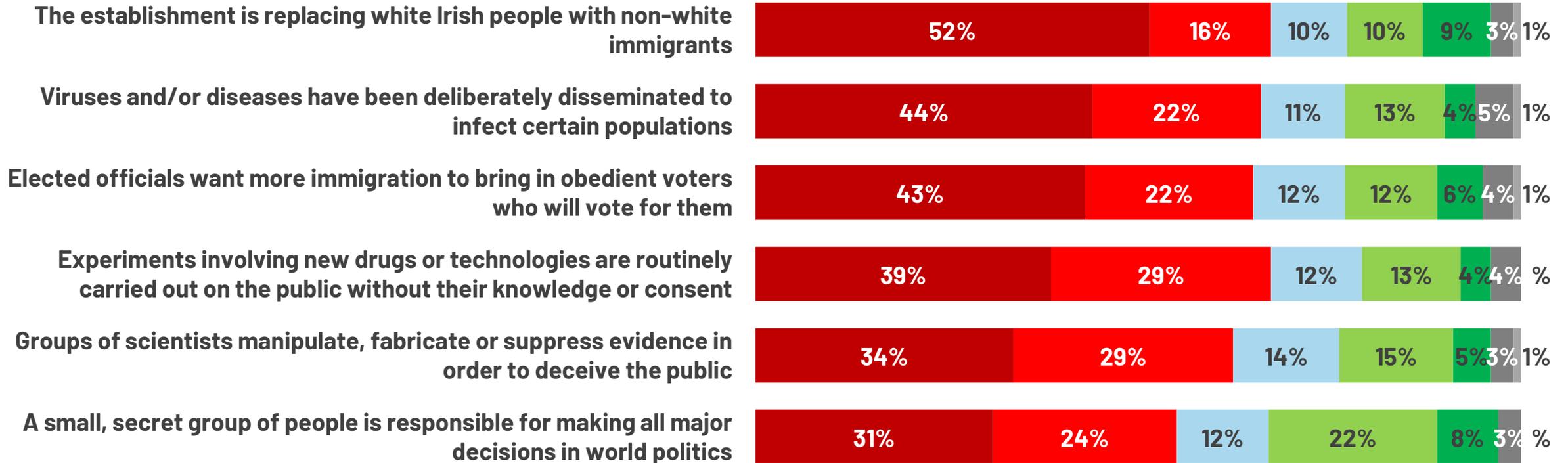
Note on definition of 'Conspiracy Theory' used for research.

Stockemer and Bordeleau (2025) argue that "any conspiracy theory incorporates three essential elements: an explanation of a specific event, the involvement of a powerful group, and an element of secrecy .

"A conspiracy is a "secret plot by two or more powerful actors" (Keeley 2019; Pigden2019), which refers to "a real, actual event," while conspiracy theories "refer to an accusatory perception which may or may not be true" (Uscinski 2018: 235)

# Belief in conspiracy theories

■ Definitely not true  
 ■ Probably not true  
 ■ Not sure  
 ■ Probably true  
 ■ Definitely true  
 ■ Don't know  
 ■ Prefer not to say



Q.22 There is often debate about whether the public is told the whole truth about various important issues. Please indicate the degree to which you believe each statement is either definitely not true, probably not true, not sure, probably true or definitely true.

Base: All Respondents: 1,312, 1% or less not labelled

# Belief in conspiracy theories

	Total	Gender		Age					Region				Education			Health issue/ disability that affects day- to-day activities	
		Male	Female	18-24*	25-34	35-49	50-64	65+	Dublin	Rest of Lein.	Munster	Conn/ Ulster	Up to Leaving Cert	Non- degree	Degree or Higher	Yes	No
<b>NET NOT TRUE</b>	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Experiments involving new drugs or technologies are routinely carried out on the public without their knowledge or consent	68	74	62	72	64	64	67	75	73	70	61	65	68	61	75	60	70
The establishment is replacing white Irish people with non-white immigrants	67	72	62	76	69	58	65	76	75	67	66	58	66	59	76	67	68
Viruses and/or diseases have been deliberately disseminated to infect certain populations	66	71	61	72	65	60	67	72	73	68	61	60	64	59	76	66	67
Elected officials want more immigration to bring in obedient voters who will vote for them	64	70	59	72	60	58	62	75	73	65	62	54	63	55	75	62	66
Groups of scientists manipulate, fabricate or suppress evidence in order to deceive the public	63	68	57	62	65	57	64	68	71	61	60	55	57	58	73	59	64
A small, secret group of people is responsible for making all major decisions in world politics	55	59	50	61	55	54	53	54	55	58	55	49	52	51	60	54	55

Q.22 There is often debate about whether the public is told the whole truth about various important issues. Please indicate the degree to which you believe each statement is either definitely not true, probably not true, not sure, probably true or definitely true.

Base: All Respondents: 1,312 \*Caution low base size, less than 100

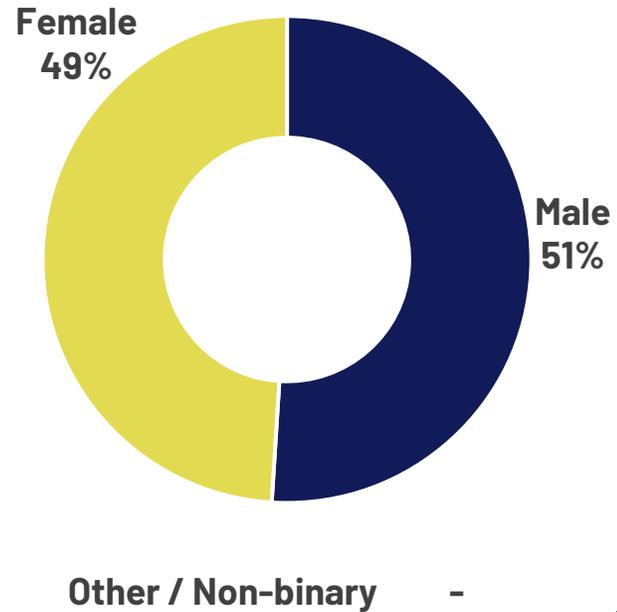
# DEMOGRAPHICS

# 9

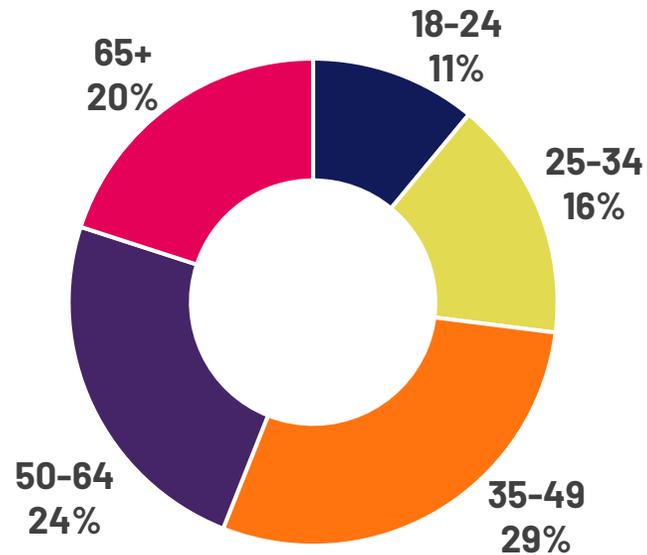
# Sample Profile

## - Demographics

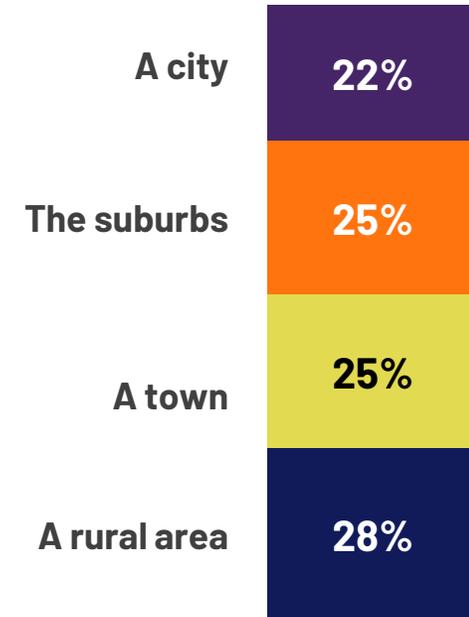
### Gender



### Age



### Where live

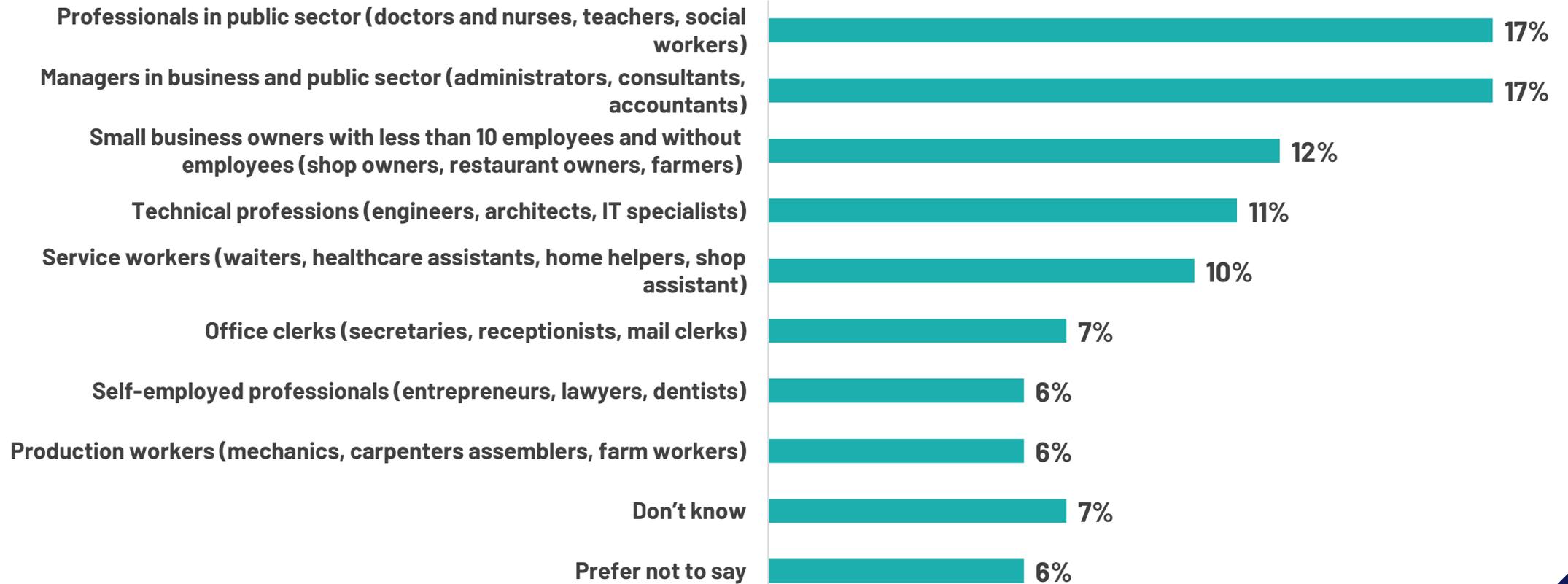


Base: All Respondents: 1,583

# Sample Profile

## - Demographics

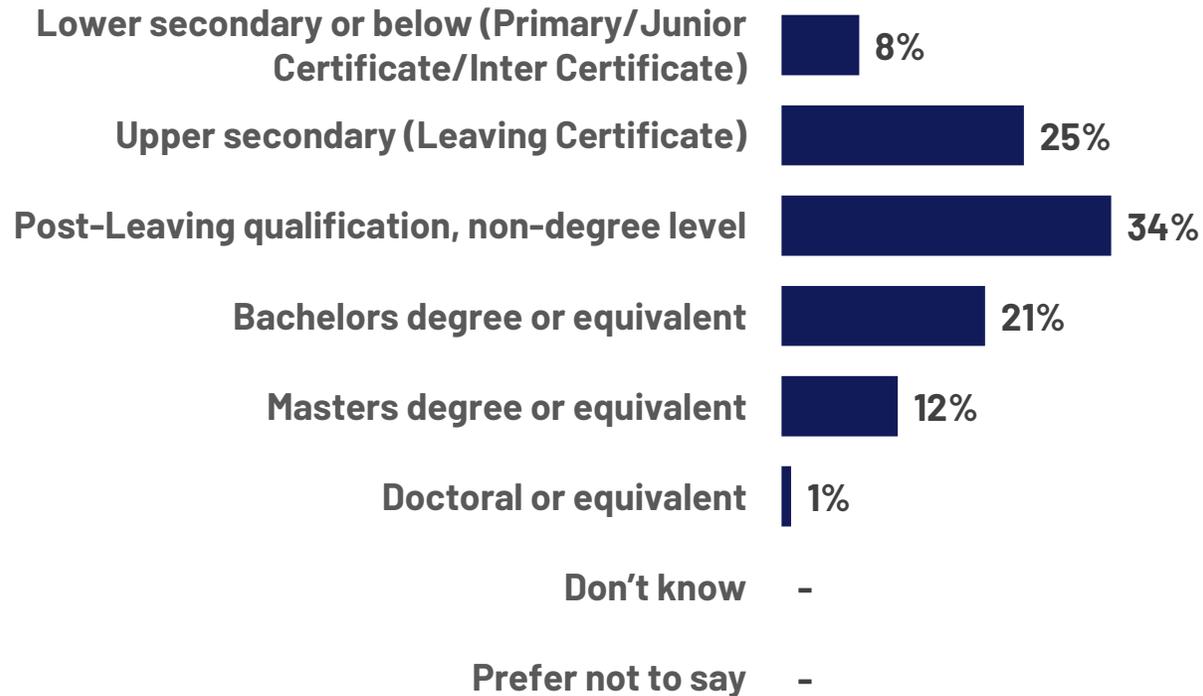
### Chief Income Earner



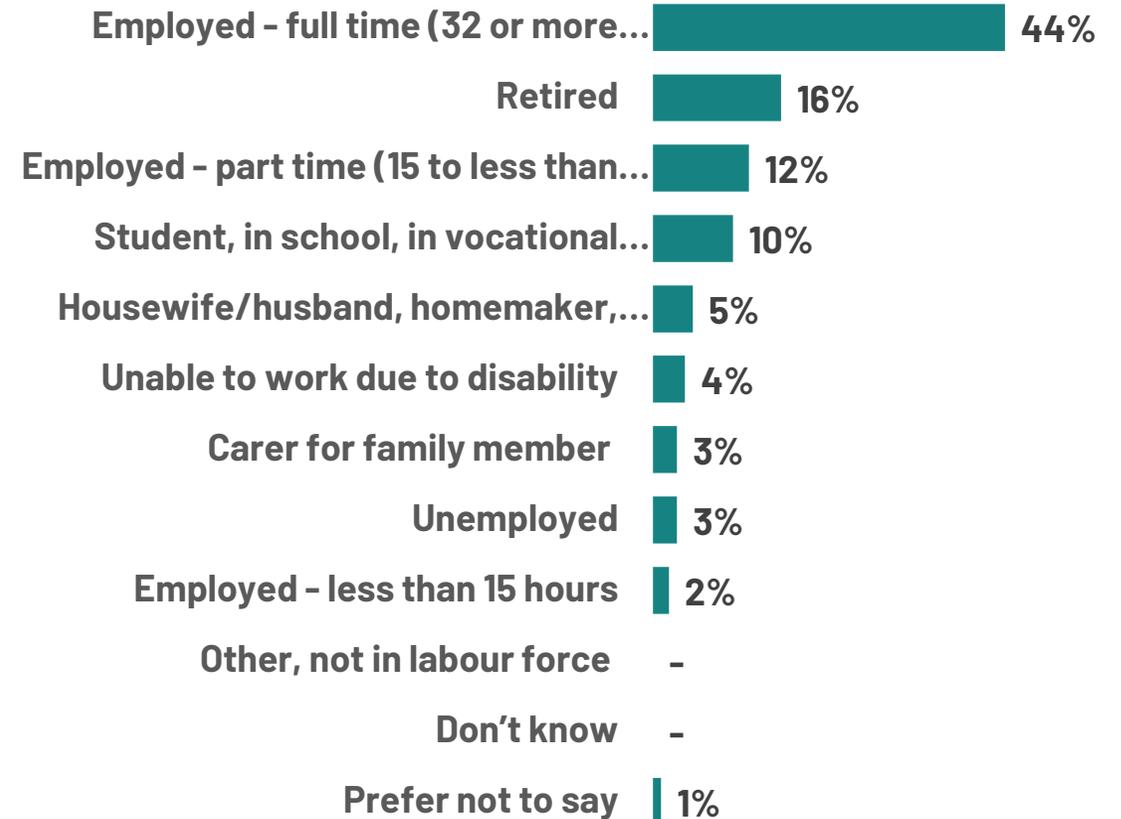
Base: All Respondents: 1,583

# Educational attainment and Working Status

## Educational attainment



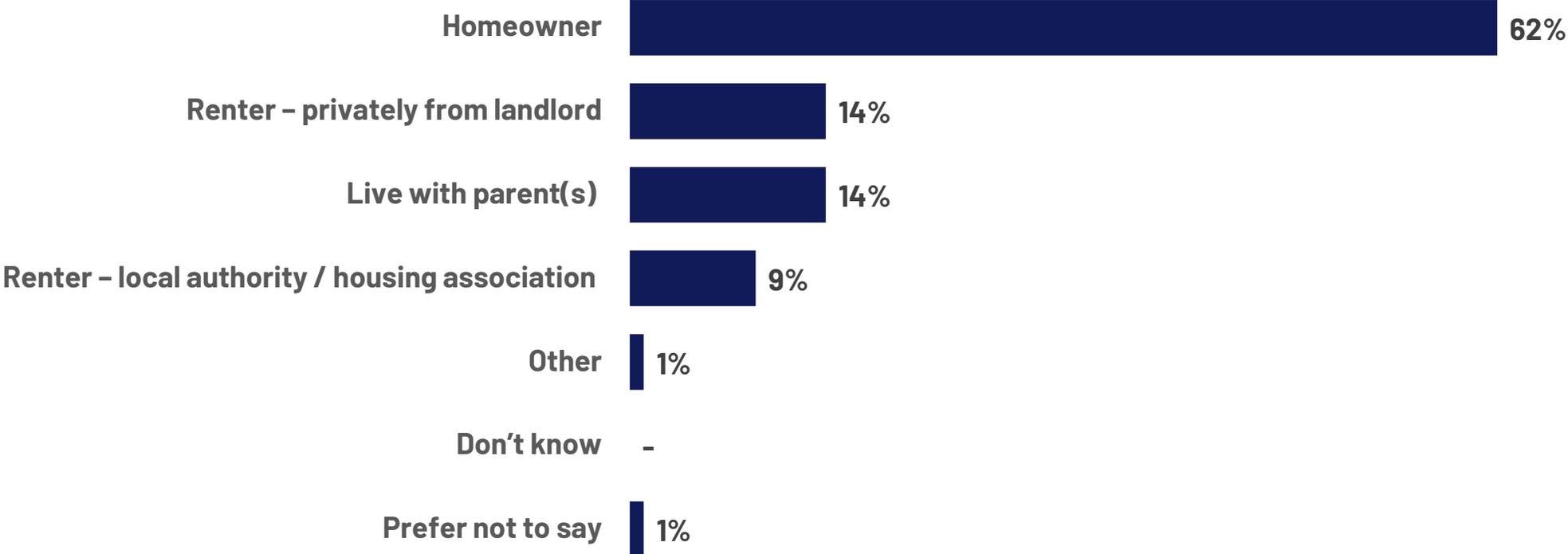
## Working Status



Q.D3 What is the highest level of education you have achieved?  
 Q.D4 Which of the following best describes your current working status?  
 Base: All Respondents: 1,583

# Current living situation

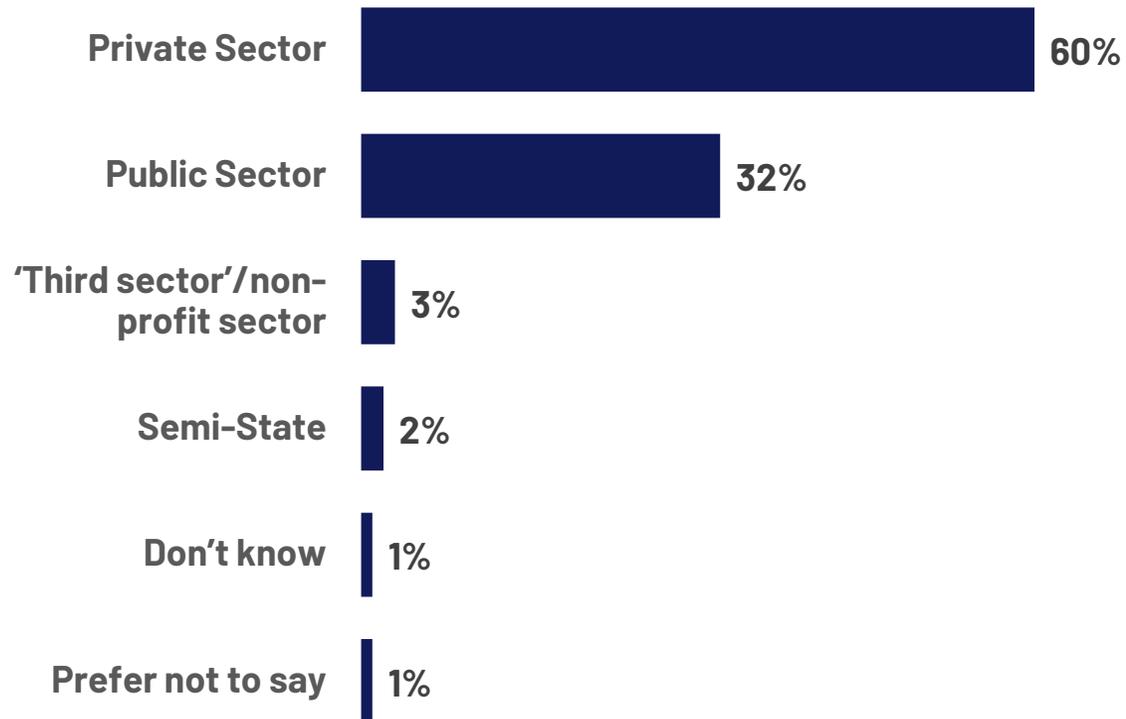
## Living situation



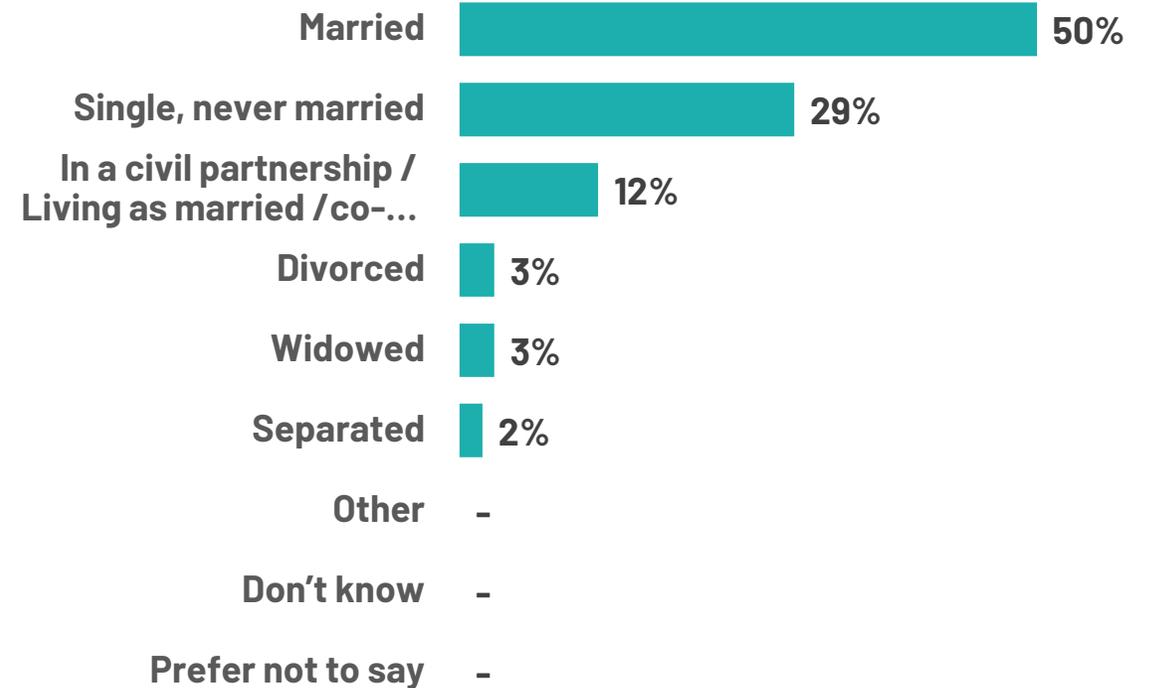
Q.D7 Which of these bests describe your current living situation?  
Base: All Respondents: 1,583

# Employment sector & Marital Status

## Employment Sector



## Marital Status



Q.D5 Which of the following best describes your employment sector?

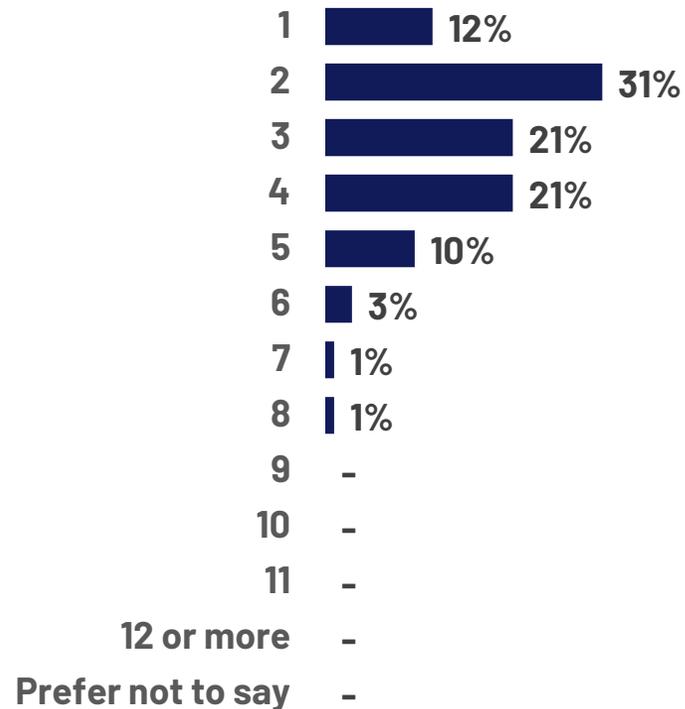
Base: All who are employed: 1,080

Q.D9 Which of the following best describes your current marital status?

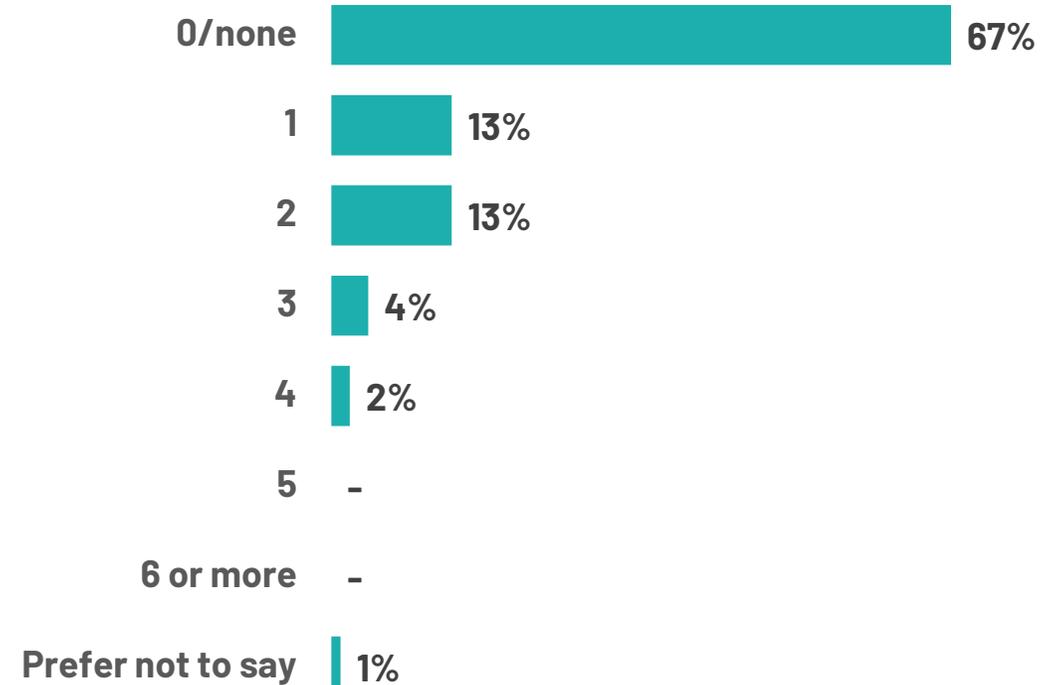
Base: All Respondents: 1,583

# Number of people in household/no. of children in household

## No. of people in Household



## No of Children Wave 3

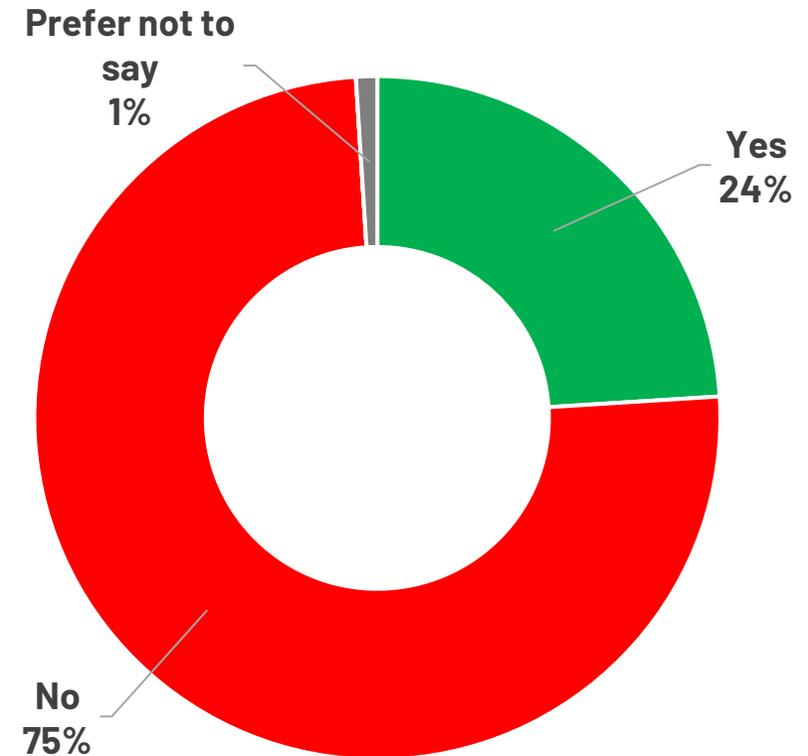
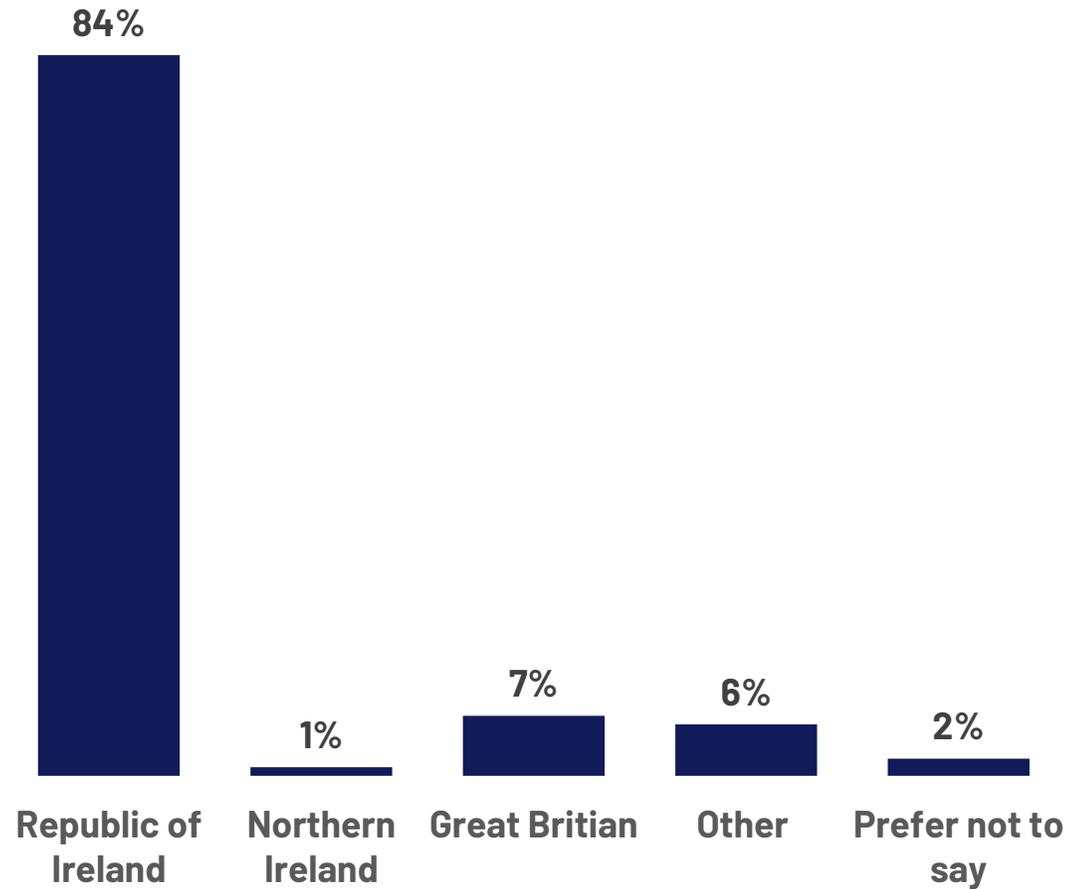


Q.D10 Including yourself, how many people live in your household?

Q.D11 How many of these are under 18 years old?

Base: All Respondents: 1,583

# Country of birth/Parents born outside of the Republic of Ireland

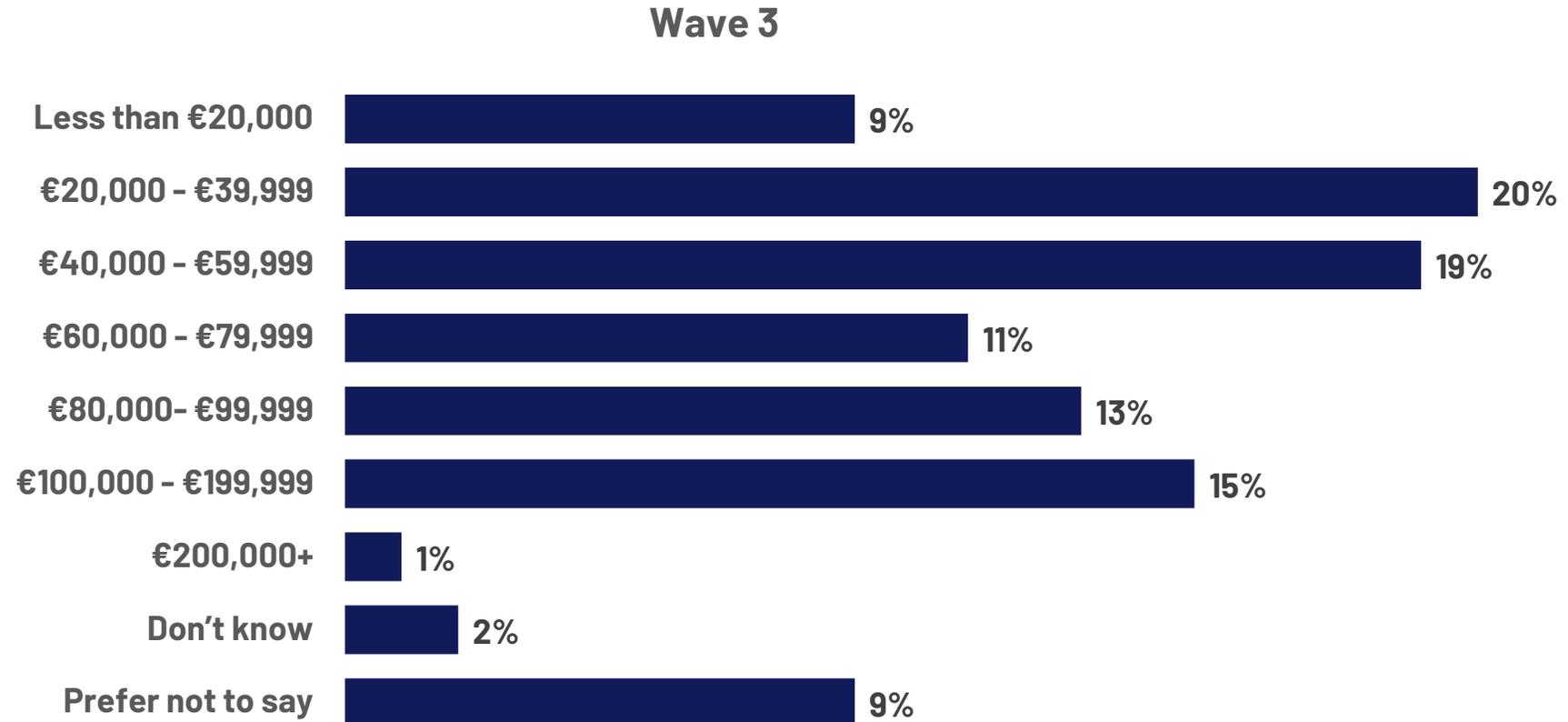


Q.D13 What is your country of birth?

Q.D14 Were either or both of your parents born outside of the Republic of Ireland?

# Annual household income before taxes

Please indicate which the following bands most closely describes your annual household income before taxes



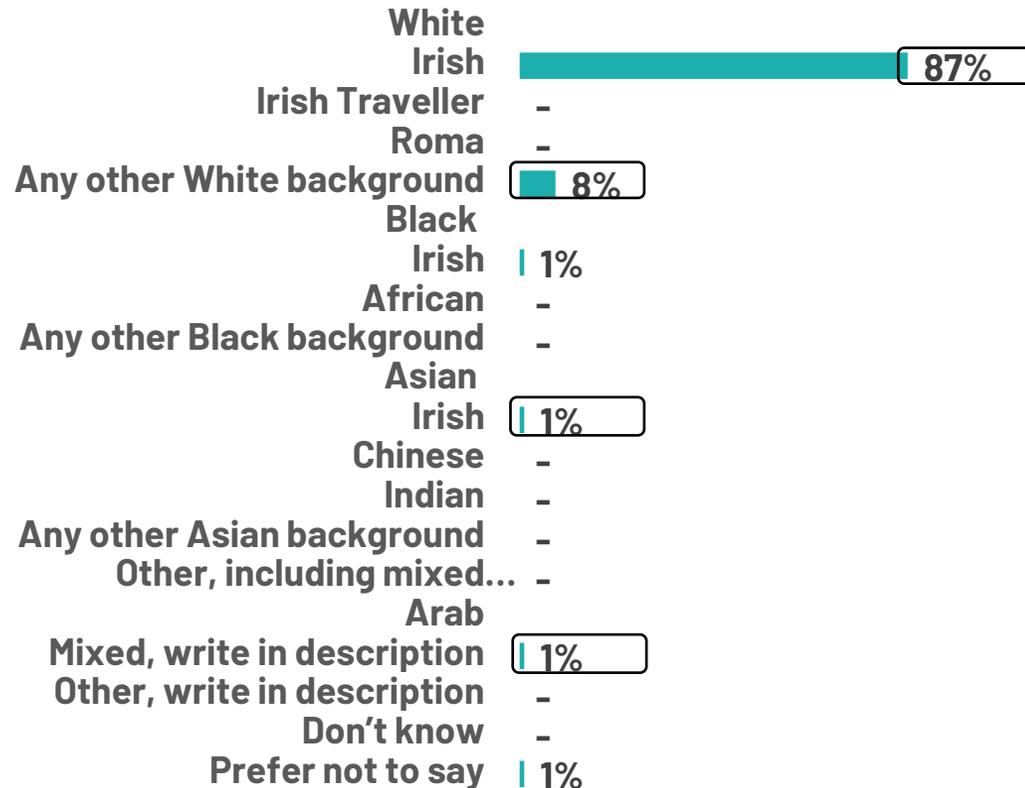
Q.D16 Please indicate which the following bands most closely describes your annual household income before taxes.

Base: All Respondents: 1,583

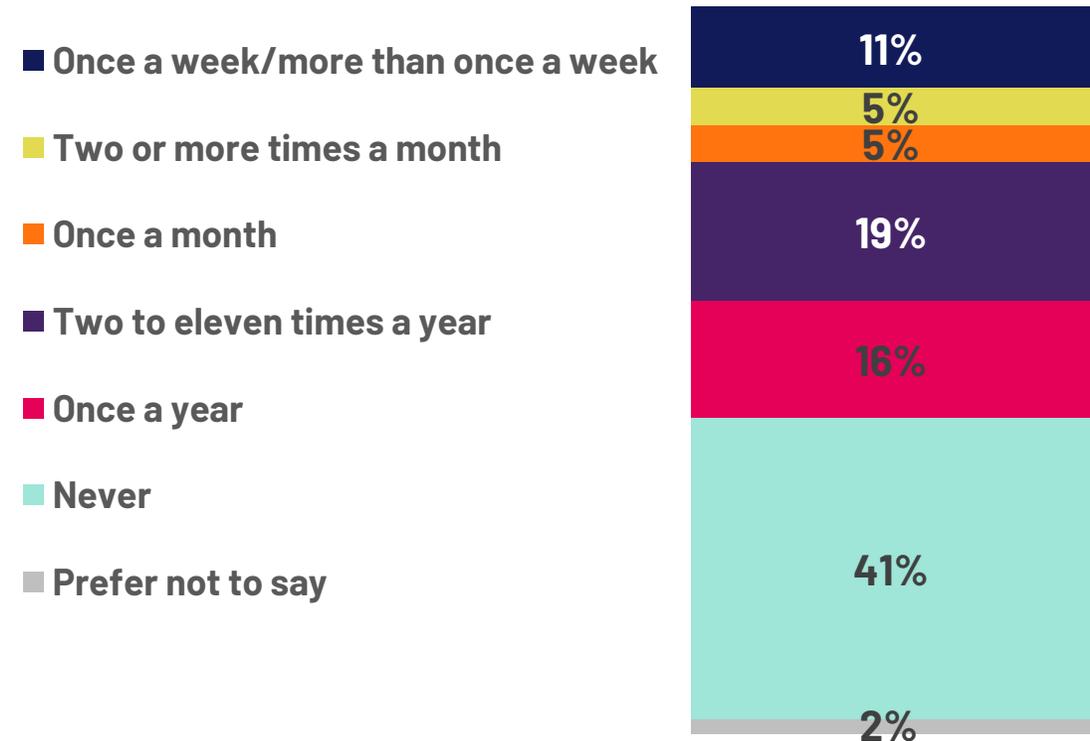
# Ethnic group/background/religious attendance

What is your ethnic group/background?

## Ethnic Group Wave 3



## Religious Attendance Wave 3



Q.D12 What is your ethnic group/background?

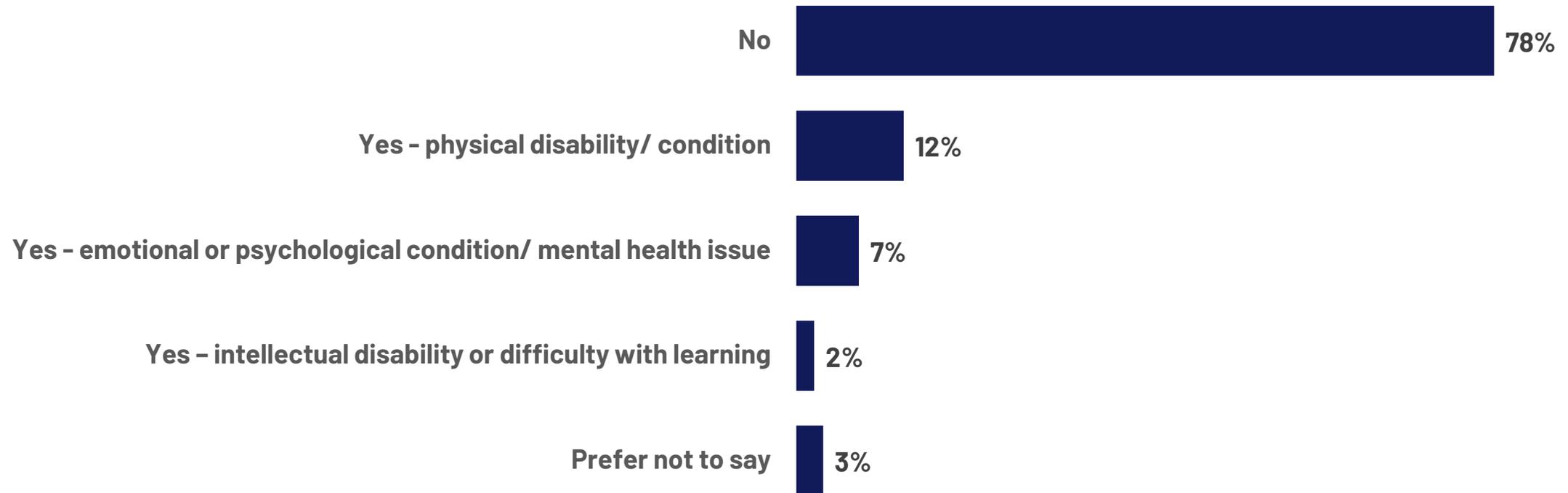
Q.D17 With the exception of occasions such as funerals, weddings and baptisms, how frequently do you attend any form of church or religious service?

Base: All Respondents: 1,583. . 1% or less not labelled

# Physical or mental health issues

Do you have a longstanding physical or mental health issue or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

## Wave 3



Q.D15 Do you have a longstanding physical or mental health issue or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities? You are not obligated to answer this question if you do not wish to. You have the right to withdraw any response you provide at any time.

Base: All Respondents: 1,583

